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Sottlieb



KREIGER RESIGNS

AAMA Associate Director **Elaine Kreiger** resigned her post on April 20, citing personal reasons. "She has done an excellent job for the last year; her work has been widely praised by our members," said AAMA prexy **Steve Koenigsberg**. "We'll miss her efforts but agree that the reasons for her departure are appropriate." AAMA is actively seeking someone to fill the post.

ACCLAIM'S BATMAN

Home video powerhouse Acclaim Entertainment, Inc. enters the coin-op video market in 1995 with Batman Forever. The game (based on the summer '95 Warner Bros. movie with Michael Keaton) will use Acclaim's "motion capture" technology and Sega's planned 32-bit "Titan" coin-op system (see News Digest for details on all this). Acclaim will also make Batman software for several home video platforms.

AMOA LEADERSHIP

At its winter board meeting, AMOA confirmed that Tami Norberg-Paulsen will serve as its 1994-5 president. In her address to the AMOA board, Tami stressed that marketing will be increasingly important as coin-op competes more and more with advanced technology and global corporations for the public's entertainment dollar. Randy Chilton will be the '94-5 first VP; Jerry Derrick will be treasurer; and Don Hesch will be secretary (this puts Don in line for the top job in four years). Three new VPs were elected for three-year terms: Tony Parina, Bill Treger and Jim Hayes.

HONG KONG SHOW

The "Asian Amusement Expo" takes place June 6-7 at the Hong Kong Convention & Expo Center, Wanchai, Hong Kong. This first-ever event is sponsored by AAMA, and runs in conjunction with the Pan Asia Family Entertainment Centers Conference. At presstime the exhibitor list was dominated by U.S. redemption factories.

SUZIE'S BACK!

New stamp machines in U.S. Post Offices nationwide have begun giving **Susan B. Anthony** dollar coins as change. The coins are already used by certain city transit authorities, etc., due to sheer convenience.

ROCK-OLA ACTS FAST

After learning that a vendor had supplied defective keypads for Rocket jukeboxes, Rock-Ola Mfg. Corp. halted shipments for a week until new keypads (with stronger conductive ink) were installed. Also, RMC offered to provide new, improved keypads — free of charge — to all affected customers. The problem originally occurred because the vendor recently switched to a new conductive ink inside the keypad membrane. In isolated cases, the ink proved unreliable, affecting about 120 units nationwide which were shipped in March. New keypads have tested problem-free; they can be distinguished by a color change on the keypad's "Turn Title Pages" and "Play Hits" to a bright emerald green. Said RMC prexy Glenn Streeter: "We are a service-oriented company and only want to manufacture the finest quality products. We will not tolerate vendors who are unable to make the same commitment."

TEXAS JACKPOT

Solitaire Challenge from Dynamo Ltd. (formerly Dynamo Corp.) is "booking good coin" in arcades and street locations across the country, advises the Texasbased manufacturer. "It's been a long time since a game crossed over into both markets like this," smiled VP Mark Struhs. "People like to play it and we feel confident it will have a long earnings life." It's a true amusement-only card-themed video game that should be okay for jurisdictions across the USA. Under strict Texas laws, a manufacturer can only ship a gaming device into legal gaming jurisdictions — so Dynamo is not about to build a "grav area game." Solitaire Challenge accumulates credits but they cannot be knocked off by switch, not by meter...not even by unplugging! The 386 computer inside "remembers" the proper number of credits, ensuring that it can only be operated as an amusementskill device. The game requires a 386 computer and VGA monitor, so it is sold in dedicated format but Dynamo says it's "priced right." Uprights began shipping in early March; a countertop version ships in late May.

QUEBEC VLT

Williams Gaming Inc. has won an \$18 million (Canadian) contract to provide 3,000 video lottery terminals to a Loto-Quebec subsidiary. Since entering the VLT market in 1992, WMS has won orders in every legal jurisdiction.

ASSOCIATION NOTE

AMOA of New Jersey and the New York State Coin Machine Assn. will hold "Northeast Regional Industry Day" on June 3rd. Golf at the Seaview Country Club is followed by a dinner honoring Betson's **Bob Boals**.

SHARP SITE

Sharp Image Gaming, Inc. has been formed as a new subsidiary of Sharp Image Electronics. President **Chris Anderson** said SIG will build its *Wild Fire* electronic pull-tab dispenser in a new 10,000 sq. ft. site at 9164 Jordon Ave., Chatsworth, CA 91311; 818/341-8900 (fax 341-8908).



TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

best upright videos

M	IODEL/MANUFACTURER	RATING	DIST.
1	MORTAL KOMBAT II+ (Midway) (5)	9.67	84%
2	NBA JAM TOURN. ED.+ (Midway) (1)	9.31	50%
3	VIRTUA FIGHTER★ (Sega) (4)	9.14	39%
4	LETHAL II: GUN FIGHTERS (Konami) (1)	9.00	7%
5	RUN & GUN (Konami) (6)	8.53	28%
6	NBA JAM+ (Midway) (14)	8.41	73%
7	LETHAL ENFORCERS+ (Konami) (19)	7.91	70%
8	FINAL LAP 3★ (Namco) (11)	7.86	6% ~
9	MORTAL KOMBAT+ (Midway) (21)	7.77	83%
10	ALIENS 3 (Sega) (2)	7.33	6%
_	indicates game was produced in both dedica-	ted & software	forms

 ⁺ indicates game was produced in both dedicated & software forms
 ★ indicates game was also produced in deluxe form

best deluxe videos

(sitdowns, cockpits, arcade attractions)		
1 RIDGE RACERS (Namco) (4)	9.78	10%
2 SUZUKA II 8 HOURS (Namco) (2)	9.29	8%
3 SUZUKA 8 HOURS (Namco) (19)	9.18	12%
4 OUTRUNNERS (Sega) (17)	8.84	21%
5 VIRTUA RACING★ (Sega) (19)	8.75	48%
6 LUCKY & WILD (Namco) (11)	8.70	11%
7 CYBERSLED (Namco) (6)	8.64	15%
8 CRIME PATROL (ALG) (9)	8.17	7%
9 STADIUM CROSS (Sega) (17)	8.00	9%
10 DRUG WARS (ALG) (4)	7.67	10%

 ⁺ indicates game was produced in both dedicated & software forms
 ★ indicates game was also produced in upright form

best new games

WORLD CUP [pinball] (Bally)
BLOOD WARRIORS [H kit] (Kaneko)

best video software

Ν	IODEL/MANUFACTURER	RATING	DIST.
1	DUNG. & DRAGONS [H](Capcom) (1)	8.22	8%
2	GAL'S PANIC 2 [V] (Kaneko) (5)	8.00	6%
3	RAIDEN II [V] (Fabtek) (4)	7.94	30%
4	SAMURAI SHODOWN [S] (SNK) (10)	7.88	76%
5	NECK 'N NECK [H] (Bundra) (16)	7.25	4%
6	WORLD RALLY [H] (Atari) (9)	7.24	27%
7	SUPER ST. FIGHTER II [H] (Capcom) (7)	7.06	72%
8	ART OF FIGHTING 2 [S] (SNK) (4)	7.06	45%
9	WINDJAMMERS [S] (D.E./Neo•Geo) (2)	7.00	8%
10	ST. FTR II: C.E. TURBO [R] (Capcom) (15)	6.86	77%
11	FATAL FURY SPECIAL [S] (SNK) (6)	6.63	28%
12	WORLD HEROES 2 [S] (SNK) (12)	6.51	52%
13	METAPMORPHIC FORCE [H] (Konami) (3)	6.50	7%
14	IREM SKINS [H] (Irem) (13)	6.46	12%
15	AERO FIGHTERS [V] (McO'River) (23)	6.32	31%
16	RAIDEN [V] (Fabtek) (45)	6.20	28%
17	IN THE HUNT [H] (Irem) (9)	6.19	15%
1 8	DAIOH [V] (American Sammy) (9)	6.10	9%
19	FATAL FURY 2 [S] (SNK) (16)	6.08	47%
20	STREET FIGHTER II [H] (Capcom) (38)	5.94	66%

[H] horizontal [V] vertical [S] system [R] retrofit

top pinball

1	STAR TREK (Williams) (3)	8.90	55 %
2	TOMMY (Data East) (2)	8.33	20%
3	ADDAMS FAMILY (Midway) (26)	8.30	81%
4	RESCUE 911 (Gottlieb/Premier) (1)	8.25	5%
5	DEMOLITION MAN (Williams) (1)	8.17	7%
6	TALES FROM THE CRYPT (Data East) (5)	7.85	23%
7	INDIANA JONES (Williams) (8)	7.83	48%
8	TWILIGHT ZONE (Midway) (13)	7.54	65%
9	WIPEOUT (Gottlieb/Premier) (5)	7.50	9%
10	TERMINATOR 2 (Williams) (31)	7.43	52%

available brand new at certain distributors; number following brand shows months on chart including this one.

RATING: Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent,' 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points. The percentage of the surveyed arcade and street location opeators who have the item on location. No game rated by less than 5% of these operators appear on the chart, but promising new items appear under Best New Games.



RePlay

P.O. Box 2550 22157 Clarendon St. Woodland Hills, CA 91365

818/347-3820

For subscription information, ask for Ingrid fax: 818-347-2112

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ED ADLUM

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KEY SNODGRESS

VP/Director of Operations

MARCUS WEBB

Editor

CURTIS VANSTRUM

Editorial Assistant

BARRY ZWEBEN

Director of Advertising

CAROLYN LOKKEN

Advertising Production

MARIE SWEENEY

Editorial Production

INGRID ADLUM

Business Administration

COVER

This month, we present our annual Redemption Special. No company could be better for the cover than Skee-Ball, Inc., granddaddy of all redemption manufacturers. Cover photo shows Skee-Ball President Joe Sladek (center, with arms folded) with his management team and some characters from their games. From left: Dennis Keeny, Jeff Hudson, Brenda Dunkleberger, Reggie Moultrie, Joe, Tom Kane, Mark Kane, Pat Talmadge and Kelly Kane. Skee-Ball traces its roots back to 1909. Since Joe took the reins a few years back, Skee-Ball's story has been one of acquisition, integration, and expansion...all leading to a very "redeeming" success.

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EDITORIAL

Congratulations and three cheers for AMOA. The operators' association has taken the bull by the horns and announced formation of its very own modem-based digital data system, called NANI — the National Amusement Network, Inc. In this emerging era of the "information superhighway," hi-tech corporations are lusting after our market. Now operators have a powerful vehicle, and a coherent strategy, to defend and even expand their businesses. Inside this issue, you'll find an explanation of AMOA's early plans for NANI. But take our word for it: this system has many hidden strengths that will only emerge gradually as time goes on.

NaNI means, among other things, we are no longer a "leaderless" industry. If anybody wonders what leadership looks like, NaNI is it. Boldness, courage, foresight, imagination, dedication, teamwork, and personal maturity were required from all concerned. Now that AMOA has exercised leadership, let's hope major manufacturers exercise "followership." Hearty thanks and congratulations are due to Williams/Bally-Midway, the first factory to make a video game available for NANI. This decision is a vote of confidence in AMOA and in their customers' future. As we see it, game manufacturers have much to gain and little to lose from following AMOA's lead, and Midway's example.

Decades ago, AMOA was criticized for doing little more than "just putting on an annual trade show." Ironically, now that AMOA is pursuing an ambitious, activist program (of which NANI is just the latest and greatest example), some are asking: "Who are they, to try such a thing?" They're the people looking out for the interests of the operator! If not AMOA, who? Remember, nobody else has stepped forward to say: "Don't worry, Mr. Operator, we won't let telcos, cable TV and computer firms take away your business. Here is our network, and you are invited to participate."

On the stormy seas of hi-tech, AMOA is throwing out a life raft called NANI. Now the question is, how many operators will grab it? We urge readers to pay close attention to all the news about NANI over the coming months. Above all, if your operation is not computerized, then for gosh sakes go straight to Radio Shack, plunk down \$1,000 for a PC, invest a few more bucks on route management software...and get up to speed, fast. As the late pro football coach George Allen used to say, "The future is now!"

Marcus Web



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BullShooter Magazine

Software bulletin board and Tech Tips Newsletter

PRODUCT AND TECHNOLOGY

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AMUA "MOST PLAYED DART GAME" GALAXY 1993





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M A Y ' 9 4

SPECIAL FEATURES

AMOA'S NETWORK

The national operator association is setting up its own "information superhighway" for coin-op games. Using modems and existing phone lines, they'll start with a two-state test using videos from WMS. After that it gets wild.....pg. 29

WMS MUSCLES UP

WMS Industries (Williams/Bally-Midway) is a beehive of activity these days. They've made deals with Nintendo to produce 64-bit home games and use the same advanced technology to make even more advanced coin-op games. They've jumped aboard AMOA's network, bought Tradewest, and more.....pg. 45

OPEN HOUSE ROUNDUP

From Betson New Jersey to C.A. Robinson in Los Angeles, we cover the post-ACME open house circuit in words and pictures. Crowds were good and spirits were fine across the land. Section begins on.....pg. 68

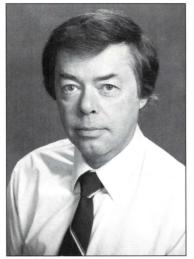
ARCADE REDEMPTION

This is about the fourth year in a row we've published a "Redemption Special" and this one's the biggest yet. From our Skee-Ball cover story to an interview with operator Norm Pink, product profiles and an arcade operator poll, you'll learn plenty. Section begins on.....pg. 89

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PUBLISHER



Ibelieve this is our fourth spring issue in the last four years that carried a special section on redemption games. Each year, these sections got larger, just as the arcade industry's use of redemption got larger. For almost as many years, I've gotten reader requests for us to include redemption machines on the Player's Choice chart, or on a separate chart of its own. But, while the biggest redemption section we've ever done appears in this issue, what does not appear is that chart. How come, especially since this is the ideal time

and the ideal issue to break the first one?

The simple answer, believe it or not, is because we haven't finished our homework. We've already gone through the research legwork and come up with a worksheet that contains over 250 game titles representing, we believe, the "universe" of ticket redemption and crane equipment operating in the field. And while it's easy to divide all those games into obvious categories like token rolls, sports games, pushers, kiddie games, etc. etc., the mathematical tangle comes when you "deduct" the percentage of tickets given out from the gross per-game collections to arrive at a "net."

R ight now, we're into the process of locating a sufficient number of operators who "chart" their own redemption game performance on a weekly basis showing both the gross earnings and the ticket payout percentage, as in "Wheel 'Em In (39%)...\$162.75" and who will share that information with RePlay on a confidential basis. What I'm so laboriously trying to say is the methodology to make a helpful redemption chart is pretty much done and now it's down to labor (well, almost).

Charting games that pay out tickets or actual prizes cannot be done the same way we measure videos and pins. Therefore, when our first redemption chart appears, it will be based upon data from a mostly-different pool of "reporters" than that wonderful bunch of guys and gals who help us with the regular chart. So, if you get a "redemption machine ballot" from RePlay in the near future, please realize you've been "picked" and step up to the plate with your data.

Ed allem





Dear Ed:

Eighteen years ago when I was first introduced to this business I was sure that I would still be here now. I have not regretted a single waking day in this business, though there were a few where I should have stayed in bed. I have come to realize that we probably won't be "here" as we know it in just a few more years. Maybe that's a good thing too. Let's focus on video games for the moment.

Why should game operators (or "owners" as some wish to be called) have any reason to buy new video game equipment when in six months time it becomes available to the home market at \$50 a pop? On January 28th in a snow storm, I ran up to my distributor and begged him for a Virtua Fighting (sic) to satisfy my best location because a guy down the block had Mortal Kombat II. The game was a three week wonder. Last week it made \$62.25 gross. Super Streetfighter was kicking it's butt. That game was \$5,495.00. Today I got a fax from Sega in an effort to prop-up this pig. Guess what?? They're giving out fortune cookies to tell players what the secret moves are. Wow!! For \$5,495.00 I can buy a Fortune Cookie Factory in Canarsie. The game is going back to the distributor this Friday. He tells me other operators are velling too!!

In 1981, I spent \$3,695 for Sega Monaco GP sitdown driving games and put them out on street locations. They earned and I still have two of them out today earning. That's 14 years for a video game! How about Ms. Pac-Man! Show me a Virtua Fighting or Mortal Kombat II in the year 2008! Enough said.

Years ago, the experts said pinball was dead. We know better. Video games are not dead yet but are doomed. The factories are making sure to finish the job they started in the early 1980's. There's even a company in NYC marketing a board which interfaces with a JAMMA harness and your choice of a Super Nintendo or Sega Genesis for \$700.00. Plug it into your cabinet and you can charge the public to play a home game!! The day I operate a home game on a location I'm outta' here!!

Jack Guarnieri Jackson, New Jersey

Jack: something tells me you're angry. Let me say this about Virtua Fighter. Last month's Player Choice chart had the upright version at the #2 position, second only to Mortal II. That chart comes from the pens and pencils of operators like you, from all over the country, who "vote" each month on the performance of their games. Also, I looked at recent printouts of actual game earnings from one of the arcade chains. They are mall-oriented, they do not belong to Sega, and they say they've averaged over \$360 with this game each week over the last eleven. So, as we both say in the Big Apple,

On your last note about the company putting out home games on coin-op, you might tell them they are risking the legal wrath of both Nintendo and Sega or more accurately, the wrath of the individual home game copyright owners who have not licensed their cartridges for public performance for profit. You cannot run a home cartridge rigged to a coin slide without the written permission of each game's copyright holder, just as you cannot rent a VCR movie and show it in a movie theater to ticket buvers. All of these things are for home use only, not public performance. Interestingly, our Barry Zweben only recently turned down an ad from a guy who'd developed a system for playing home games on coin-op. When Barry explained the legal facts, the guy said "I didn't know that."—Eddie

Dear Ed:

It was a pleasure to visit with you at the recent ACME show. While we briefly visited to review some of the games, I made a statement to you that I would like to follow-up on. I said that I was "concerned with the quan-

tity of start up companies and how well capitalized they are." Well, sure enough, here I am in Dallas with over thirty pieces of Alvin Gottlieb equipment that was tough enough to keep running while they were open.

I thought I had covered all my bases buying the equipment through a distributor, and thank goodness I did or they would have been gone long ago. But now we sit here with our distributor involved with no other alternative but to sell the equipment at auction far before they have been depreciated.

My point here is very basic. I often hear "you've got to have this game" from new manufacturers and am very often criticized for "not jumping on the program." The situation with A.G. is just one of many that I feel will occur over the next twelve to eighteen months.

The outcome of this once again valuable lesson and one that I hope others can learn from is to be very careful in your long term selection process and be assured there is greater value in staying with those suppliers who are in the business of supporting all of your future needs such as software, upgrades, etc...and the cash box reports are only one part of the equation.

I'm not sure anyone knows of what Alvin Gottlieb plans to do to support all of the other equipment out there, but I hope they will soon publish a plan to assist the remaining buyers and distributors who invested in their short term business plan.

Sincerely, Gene Cramm Senior Vice President Showbiz Pizza Time Irving, Texas

Gene: Alvin G. sold all the parts and service supplies to support the string of games they made to C&P Distributing in Mishawaka, Indiana. So, if Showbiz or anyone else needs a widget or some service help, call C&P at 219/256-1138. Al Gottlieb apparently covered all his bases before locking the door. Like yourself, Alvin is one of the straightest shooters I've met in my years in this business and went out of this venture with class. Of course, your basic point is well taken, thought it will put a scare into any startup company.—Eddie



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NEWS DIGEST

AMOA is firming up long-range operational details of its National Amusement Network (NANI). NANI is a modem-linked "computer nerve system," designed to take American operators into the 21st century of digital communications-based entertainment and services. Phase I (a 50-game pilot program in Kansas and Ohio) should be up and running by July 1, but exactly what will NANI do and be after that? AMOA officers met with TVPhone's

AMOA'S DIGITAL NETWORK MOVES CLOSER TO ZERO HOUR

John Klayh (a full partner in NANI) and project directors from Electronic Data Systems at the Detroit office of EDS from April 11-15 to brainstorm Phase II and III of the system.

> "We're trying very hard to let the market drive this project," said NANI President **Craig Johnson.** "That means we aren't dictating every single decision from the top, but

ing to ensure maximum

flexibility for every participant at every level. So far, everything is looking very promising and exciting. By the way, we still believe participating manufacturers will be able to bring in a NANI-compatible video game cabinet for an operator cost of about \$1,000 higher than the same game without NANI capability."

Johnson was also strongly upbeat about mid-April meetings in Chicago with execs and engineers at WMS, Inc. (they'll build the first video games for the NANI system.) For a more in-depth look at this rather amazing and ambi-

tious project, see our story and related interviews starting on page



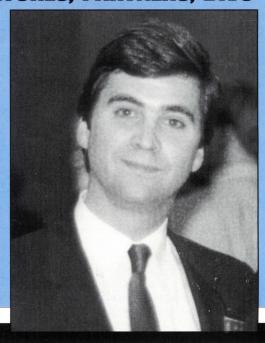
WMS "MUSCLES UP" WITH NEW VENTURES, PARTNERS, DIVS

WMS Industries (owner of Williams/Bally-Midway and WMS Gaming, Inc.) is already one of the biggest players in the coin-op and consumer entertainment businesses...and they just got bigger! In April, the Chicago factory announced a flurry of deals and projects. Among them: WMS will provide the first round of modem-linked video games for AMOA's

National Amusement Network. WMS will build and sell the coin-op version of Nintendo's "Project Reality" 64-bit home system, under the Williams Electronics label. The deal

will also allow WMS to take advanced technology (provided by Silicon Graphics) from that Nintendo system and apply it to their own "next generation" of coin-op products. WMS has purchased the consumer software design house Tradewest, Inc. and formed a new subsid called Williams Entertainment, Inc. to create and sell software for all consumer game platforms. WMS says this ambitious menu of projects will strengthen the company's coin-op division in many ways (like better games with lower costs for higher capabilities). "Coinop remains our top priority," the company vowed. See our story on page 45.

pictured: WMS President Neil Nicastro.





SEGA & TAITO PLAN ADVANCED COIN-OP SYSTEMS

Sega's Tokyo headquarters has announced it will develop a 32-bit coin-op

system called "Titan" with advanced computer graph-

SEGA S

ics, yet prices will be comparable to SNK's Neo-Geo system, according to *Game Machine Magazine* (Osaka, Japan). "Titan" will incorporate three of Hitachi's most advanced 32-bit RISC chips, and will have specs in common with Sega's planned 32-bit "Saturn" home game system.

Providing similar software for both systems will let Sega provide high-end computer graphics at a relatively low cost.
This move is in line with what Sega's U.S. coin-op prexy

Tom Petit told *RePlay* earlier this year about plans to bring low-cost hi-tech to the U.S. operator by exploiting

certain "economies of scale."

Also from Game Machine: Taito Corp. (Japan) said on March 8 that it will work with Sanyo Corp. to create a hi-tech system for coin-op video. At the AOU Expo in Japan earlier this year, Taito previewed the Sanyo liquidcrystal technology which permits true 3D graphics without special glasses, by simultaneously projecting two different views (one view for each of the viewer's eyes). Either 70" or 40" screens are available for this

sitdown system, which has only a couple of "sweet spots" which render this true 3D effect. Taito said the 3D coin-op system should be ready by this September and will ship by year's end. The Japanese trade journal reported some skepticism from trade observers about how well the 3D system will actually work in a coinop application, but Taito is moving forward successfully with its first games using advanced computer graph-

IREM EXITS GAME MANUFACTURING; KEEPS JAPANESE ARCADES

It didn't "formally" happen until April, but Irem America (Redmond, Wash.) basically exited the U.S. market for coin-op and home games this past February, according to informed sources. Irem had a decent golfthemed video kit called Irem Skins Game a while back, but reportedly couldn't afford the big-time TV ads necessary to compete in today's boom-or-bust home video market which funds so much coin-op R&D these days. Accordingly the R&D division in Japan was drastically cut back and the U.S. sales office was shut down. Max Fujimoto, president of the U.S. subsidiary, was reportedly taking care of final details in April, but our phone call was not returned at presstime. Irem's former western sales rep Matt Davison is now at American Coin (Seattle distributors), while eastern rep Paul Wiederaenders is reportedly at Gizmo, the redemption manufacturing firm. The Japanese firm was founded many years ago by Mr. Kenzo Tsujimoto, who went on to greater glory as founder and chairman of Capcom. Irem still has about 35 arcades in Japan and will continue to operate them. Irem may possible re-enter the game manufacturing market in a year or two with its own hardware system, sources said.

AAMA HONORS FACTORY AND DISTRIBUTOR OF THE YEAR

For the second year in a row, Williams/Bally-Midway was voted "Manufacturer of the Year" for 1993 by distributor members of AAMA, while manufacturer members conferred "Distributor of the Year" honors on C.A. Robinson & Co. The awards were presented by AAMA President Steve Koenigsberg during the AAMA banquet on March 18, in conjunction with the ACME show. Sales achievement awards went to American Laser Games, Sega, Strata Group, SNK, WMS, Data East, Premier, Bromley, and Lazer-Tron.

East, Premier, Bromley, and Lazer-Tron. ACCLAIM ENT. TO MAKE COIN-OP GAMES FOR SEGA'S "TITAN" SYSTEM

Acclaim Entertainment (newly relocated to Glen Cove, N.Y.) announced April 7 that it will be the first U.S. software publisher to use Sega's "Titan" system to create coinop games. "Sega and Acclaim will combine their proprietary technologies to develop Acclaim titles for the coin-op arcade market," said the New York-based firm, adding: "The first release published under the agreement will be based on a soonto-be-released major motion picture."

Acclaim is perhaps best known to coinbiz people as the firm which translated and marketed Williams/Bally-Midway video games to the home market. Their agreement with WMS has expired, but Acclaim is roaring forward with plenty of its own software, published under the

labels Acclaim, LJN, Flying Edge and Arena for home computers, Sega Genesis, Nintendo and CD-ROM.

With 270 employees and their new 65,000 sq. ft. Long Island facility, Acclaim doubled its grosses quarterly last quarter to \$116 million. They've got offices in Canada, France, Japan, Germany, Spain and the U.K. They're also buying a comic book publishing house (Valiant Comics) and have won awards for their "motion capture" technology which translates live action into digital data (their new site includes a hi-tech studio just for this). Chairman of Acclaim is Greg Fischbach; president is Robert Holmes. You will hear much, much more about Acclaim in the future!

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NEWS

JUKEBOX PROMOTION COMMITTEE KEYS UP

Operator **Jim Hayes**, chairman of

the AMOA Jukebox **Promotion Committee** (JPC) was quoted in the March 26 issue of Billboard Magazine, "bible of the music industry." Jim reminded record labels that our industry is still using plenty of vinyl 45rpm records (up to 65% of the jukeboxes in America are still on 45s, he said). The JPC is looking into getting low-cost CDs for operators that feature only the top hits, Jim said. Also keeping the jukebox profile high, JPC has booked ads in the May and June issues of magazines like Advertising Age and others to remind marketing pros that jukeboxes are a great promotional medium. JPC is also making up



a kit filled with "fun facts" and promo ideas to send out to advertising, marketing and product placement specialists. Other publicity efforts include a celebrity poll (asking movie stars, Hillary Clinton and others: "what are your five top favorite jukebox songs?") and a campaign to make Uncle Sam print a commemorative stamp.

Coming Soon from Parit To a distributor near you THE KILLER KIT SOUTAIRE AND AND AND TRIVIA WHIZ 2000 CONVERTS ANY GAME OR PIT BOSS C'TOP BOO-523-2760

GAME VIOLENCE: DOES COIN-OP NEED SEPARATE RATINGS?

Dr. Arthur Pober, formerly with the Better Business Bureau, has been hired by the Interactive Digital Software Assn. (IDSA) to create and direct an independent ratings board for home video games. At presstime, informed sources said coin-op manufacturers will consult closely with Dr. Pober and that "if the industry's unique concerns can be addressed," then coin-op video product could be rated by the same board and stamped with the same rating categories as consumer software. The U.S. Senate is pushing the industry to selfregulate, and leading senators want to see a universal rating system that applies to coin-op and consumer products alike.

Over the next 90 days or so, Dr. Pober will meet with representatives of various related industries (including AMOA and AAMA) to finalize a proposal for how ratings will decided and applied. Dr. Pober will hire and supervise a group of anonymous "raters" (presumably including child psychologists, average parents, entertainment professionals, etc.). This board will

do the actual work of screening and evaluating games. Cost per-game is estimated around \$500; IDSA is targeting a one-week turnaround time.

AMOA and AAMA will meet on May 2 in Chicago to map out coin-op's strategy; then follow up later that day with a joint meeting with Dr. Pober to explain coin-op's needs and views. IDSA hopes factories can start submitting new games (or storyboards and scripts) to the review board by Nov. 15, sources said. Back in March, IDSA chairman Jack Heistand (from Electronic Arts) told senators that the industry would try to have a rating system in place, in time for the Christmas '94 buying season.

By the way, AAMA reports that much pending legislation to regulate or ban violent video games at the state level has been placed "on hold" until the ratings system is further along. Reportedly, Washington State had already passed a ban on violent games, but the governor vetoed it.

FACTORY NOTES:

American Laser Games has affirmed that Atari Games Corp. remains its exclusive licensee for manufacturing, distribution and sales for all of Europe and also in the country of South Africa, through its subsidiary Atari Games Ireland, Ltd. All inquiries about ALG products in those markets should go to Atari in Ireland or in the United Kingdom.....Capcom USA announced it has signed C.A. Robinson as a new distributor of its coin-op products in Northern and Southern California. Distribution responsibilities in these territories will be shared with Betson Pacific,



which has had the Capcom line for some time... **European Testing** Laboratories (ETL) has officially declared EMT kiddie rides to be "safety certified" after months of tough testing by TUV labs. A sample EMT ride was tested under ETL's supervision to Underwriter's Laboratories standards, said the manufacturer. EMT President Ulli Kunnecke said the lab-tested results represented a unique level of safety certification for the kiddie ride industry.

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35 GAMES-IN-ONE





JAMES INDUSTRIES EXTENDS RELATIONSHIP WITH COIN CONTROLS

Continuing a strong 13-year relationship. Coin Controls customers will continue to receive service and sales from James Industries according to an agreement signed at ACME '94. Coin Controls said the agreement will help "extend our success in North



America to Puerto Rico. Mexico and Canada." Seen here are. from left: CC's Ian Bve, II's **Iim** Roberts, CC's Ian McCormick and JI's John Blouin.



AAMA UNVEILS NEW POSTER AGAINST CHILD ABUSE

AAMA has created a new anti-child abuse awareness poster for 1994. This one features Joseph Mazzello, the little boy who was nearly gobbled up by dinosaurs in last year's smash hit movie "Jurassic Park." Also featured is his real-life mom. The National Committee to Prevent Child

Abuse (NCPCA) once again cooperated in this educational effort, which will supply copies of the poster to schools, libraries, youth organizations, child advocacy groups, etc. across the USA. This is the seventh poster in AAMA's series. April was National Child

Abuse Pre-

AAMA and NCPCA also hosted a family-oriented pinball event on April 2 at the Broadway Arcade, with Joseph Mazzello among the players, to call attention to the month. The young actor signed copies of the AAMA poster and played games in this kick-off for a national publicity tour for child abuse awareness.

LET'S MAKE CHILD ABUSE EXTING



FORMER PARTNER BUYS OUT DIVERSIFIED COIN IN MEXICO

Video Games "Las Vegas," a former joint venture partner of Diversified Coin Services, has purchased DCS's operations in Mexico City, Cancun and several nearby small-town locations. Raul Mondragon was VP of international sales at Diversified; he also was (and still is) president of Video Games "Las Vegas." Raul executed the purchase in March of this vear and told *RePlay:* "Our joint venture was very successful, but now it's time for both parties to move on.

DCS is concentrating on the U.S. market and Video Games 'Las Vegas' is concentrating on the Mexican market." Founded in 1988, Video Games "Las Vegas" was already operating substantial routes on its own, prior to the buyout. The additional routes from DCS bring their operation to over 700 machines. Address for the corporate office is Norte 64 #5203, Col. Tablas de San Agustin, Mexico D.F. 07860. Phone is 011-525-760-4981; fax is 011-525-760-0894.





- 2-Player Upright Gun Game
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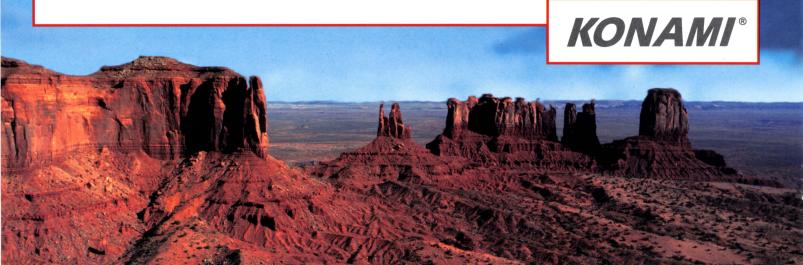


Konami has done it again. Our Lethal Enforcers have gone back in time to 1873 to get a stronghold on the wild west. This time however they'll be larger and more lifelike. The villains are badder than the baddest and uglier than the ugliest, but the good deputies out shine an' shoot all John and Clint wanna bes.

So come on down and hop on the wagon as y'all help the deputies diffuse a bank robbery and thwart a stagecoach holdup. If y'all are sharp shootin' enuf y'all rack up points in the bonus stage by breakin' bottles behind the bar. Now y'all have outraged the boozin', bar bellied, poker cheatin', tobacci spittin' roughnecks. They'll all drag ya out in the alley an' set ya up for a showdown with three gunslingers — who said anythin' bout bein' fair. This turns out to be but a mere distraction for robbin' the train. A flippin, crow eatin', gold diggin' geezer has hi-jacked the train and is keepin' 2 horse lengths and a fox's tail between ya. The bundles of dynamite he's loftin' at ya ain't helpin' none either.

By now y'all have definitely dulled ya shootin' abilities. That's ok, we've set up this lovely saloon beauty to toss up a few bottles for ya. Once y'all have honed up on ya targets y'all be faced with the ultimate, bein' lured deep into the dark depths of an abandoned mine. Hallucinations or not the dead will be raised to lob tomahawks and their own heads.

Don't forget and always remember if ya shoot a victim y'all will be demoted to posse. On the other hand if y'all are a perfect shot y'all will be starred U.S. Marshall—Yee Haw!



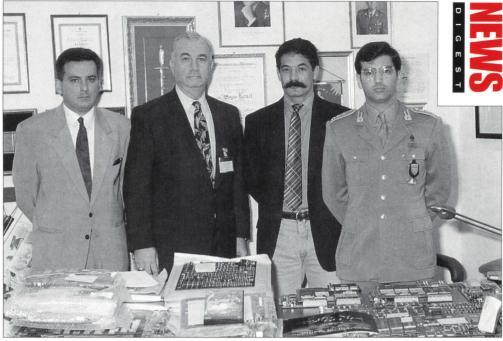
GLASCO EXTENDS OFFER

Through May 31, Glasco will continue its offer of a free gum & mint vender (worth \$160) with every purchase of three Value Priced Merchandiser vending machines, part of the firm's successful new "back to basics" vending line. The machines include glass front units for various Glasco vending products including a combination snack/canned soda machine. The firm now has 27 authorized dealers (USA.

South & Central
America, Puerto
Rico, the
Caribbean) and
each has
details on
the offer.
Watch for
mailers on
this, too.

KIDDIE RIDES USA: NEW ADDRESS!

Responding to fast-growing global demand for their products, Kiddie Rides USA has more than doubled its size with a new 30,000 sq. ft. plant in Denver, Colo. This is in addition to their existing 25,000 sq. ft. facility in Davenport, Iowa. The company maintains over 1.400 kiddie rides in stock, and both facilities operate as manufacturing, warehousing and distribution centers. "This gives our customers better service and lower shipping costs," explained operations VP Mike Evans. Friends and customers are welcome to visit the new place. That's 3801 E. 50th Ave., Denver, CO 80216. Phone is 303/399-7179.



AAG PROMPTS RAID IN ITALY: SPANISH FIRM DENIES COPYING

In the city of Latina, the premises of an Italian importer called Playtime/Impeuropex Corp. were searched on Feb. 24, leading authorities to seize corporate records, along with over 1,300 possibly counterfeit copies of different video games. Vince Gambino, consultant to Capcom and European investigator for the Anti-Counterfeiting Advisory Group (AAG), identified 164 of the PCBs as definitely counterfeits, authorities said. Among them: Midway's Mortal Kombat, plus coin-op games from Capcom, SNK, Irem, etc., and various home game titles. AAG said the copies have been traced to sources in Taiwan and Korea. Italian authorities have filed

criminal charges against Impeuropex's administrator, AAG said. Pictured here are, from left: Italian brigadier Vincenzo Ventrone; AAG's Vince Gambino; tax official M.M. Franco Marsura; and police captain Sergio Leuci...Last month, RePlay reported that another investigation by AAG had led to a Feb. 24 raid in Spain, where alleged video game counterfeits were seized from a company called DiNunno-Revsa. In reply to AAG's announcement on this matter, Ramon Gili of DiNunno-Revsa stated that "we have never manufactured illegal copies from any company." Gili said the firm was providing Spanish authorities with documentary evidence to that effect.

OKLA. OPERATOR OF NON-SKILL REDEMPTION MACHINES FACES GAMBLING CHARGE

They go by many names: "fast track" redemption games, token-eaters, nonskill coin shooters, randomaction ball-poppers. Call them what you want, they are attracting unfavorable attention from the district attorney in Oklahoma City, Okla., according to trade sources. Police seized four different games from a single arcade; the operator was

charged under gambling statutes (police said tickets are a "thing of value"). As we've seen in the past, law enforcement people in different states do share information, so some tradesters are worried that this crackdown could spread to other states. As always, industry people should check with their local police and with knowledgeable distributors

about placing specific games in each state and town. (And remember what one police chief told AMOA Treasurer Randy Chilton: "If you have an equal chance of winning the game with your hands tied behind your back, using a stick in your mouth to push the buttons, then my department will probably not view it as a game of skill!")

We have a game plan to make sure every new Capcom title in your location is worth more than just profits. Now, the more Capcom games you put in your location, the more valuable awards you can earn. This new program is our way of thanking you for your continued support of our titles. To register for this profitable new awards program, buy Super Street Fighter II Turbo or DUNGEONS & DRAGONS*-TOWER OF DOOM*. Then, call 1-800-359-8764 and give us the serial number. We'll get the awards started by giving you an official Super Street Fighter II Turbo sweatshirt.* The way we see it, if you're in this business for profits, you might as well be in for some fun too.





Now you can give your customers the faster speed they want and need, for profits that increase right along with it. Because Super Street Fighter II Turbo is far faster than Street Fighter II — you can even set the speed to increase the excitement!

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Players will find all the great features of the original and new moves that only happen using standard fighting techniques. With every character powered-up from their predecessors and a new secret boss, players will be back day after day.

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System II means you get Super Street Fighter II Turbo installed fast, easy and inexpensively. Once you're plugged into the system, changing software is as easy as snapping in a new board.

To order the Super Street Fighter II Turbo on System II, call your Capcom distributor or Capcom at (408) 774-0500. Do it fast to make sure your Turbo profits are a sure thing.



System

CAPCOM

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NEWS ...

JACOBS RESIGNS; HAYES PROMOTED; FOLKS ON THE MOVE

Paul Jacobs has resigned as exec VP and general manager of Data East

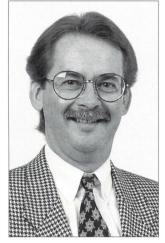
USA, Inc. as of May 15. Jacbos joined the company in July of '92 as VP of sales and marketing. He fully supports DE's plans to consolidate al coin-op division functions in Chicago, but he personally prefers to remain in California. "You know, it's funny," he said. "I was one of the very first managers to highly recommend this consolidation as being in the company's best longterm interests. However, what's best for the company as a whole is not necessarily the best for each individual. I'd like to say that it's been a particular pleasure working with Gary Stern, Joe Kaminkow and all the other highly talented people at Data East. I wish them all the utmost success in the future. For me, California is home.'

Kevin Hayes was named president and CEO of Namco America effective March 1. He remains president of Namco Operations and Aladdin's Castle, Inc. N-A's previous president, Mr. Masahiro Tachibana, is returning to Namco world headquarters in Tokyo to resume his post as managing director of Namco Ltd.

David Rubinstein has joined the HMS Monaco and HMS Plush Paks national sales force. He was formerly with Dan Brechner Co. and has extensive



PATTI ROWE



PAUL JACOBS

knowledge of the industry as well as redemption, plush and jewelry, said the firm.

Patti Rowe is the new director of organization development at IGT. She'll oversee management planning and succession, and will also establish programs to measure and boost development, morale, education and training for IGT staff worldwide. Rowe's prior post was management development director for a Denver cable TV firm where she supervised training and staff development for 60 corporate units (domestic and international).

Paula Russell is now VP of sales for Southland Distributors (Lafayette, La.), where she'll apply her expertise in games and redemption. The 15-year trade vet was previously with Master Sales.



PAULA RUSSELL



KEVIN HAYES



DAVID RUBENSTEIN

TOGETHER AGAIN! LEBLANC JOINS JONES AS PARTNER

Bob Le-Blanc has left his position with R.H. Belam Co. to become an equal partner with his old colleague Bob Jones at Arjay Export Co. (Centerville, Mass.).



In 1970, Jones formed Robert Jones Int'l., sold a majority interest in the dealership to Bally, and once again hired LeBlanc on as sales manager. Jones himself left the company that bore his own name three years later to form Arjay Export while LeBlanc





stayed aboard until 1981 when he switched over to Rowe Distributing's office in Dedham.

While Arjay specialized in amusement exporting, eventually drifting into gaming equipment, LeBlanc completed a successful 10-year career at Rowe Distributing. In 1992, with Rowe closing its distribution outlets, LeBlanc became associated with such dealerships as Central (Omaha), Peach State (Atlanta), and finally Belam in New York.

Together again at Arjay, their 30-plus year friendship and combined years in the industry will make for quite a team. "We both feel very confident that we'll complement each other and help make Arjay Export a more versatile organization," Jones declared.



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Advanced technology.

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High speed 32-bit RISC processor
 Digital signal processor for CD audio quality
 Advanced graphics processor moves
 64 million pixels per second
 Video special effects and full
 motion video capability
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 for advanced game concepts

Full diagnostics with operator-adjustable options.

ON YOUR MARK BY MARCUS WEBB



he CBS Evening News with Dan Rather" reported in mid-April that heavy cash shipments from illegal gambling on Japan's pachinko games are regularly smuggled out of that island nation into communist North Korea. The money plays a vital role in financing North Korea's program to develop nuclear weapons. North Korean nationals in Japan control much of this lucrative market, it seems.

THE PACHINKO-NUCLEAR CONNECTION

Before he resigned, Japan's Prime Minister **Hosokawa** threatened

to shut off the money tap, unless North Korea allowed United Nations inspections of its nuclear sites, CBS said. Without funds from pachinko gambling, the economy of North Korea would "collapse," according to CBS News.

For the unfamiliar, pachinko is a sort of like "vertical pinball," but it has little (if any) skill element. Hundreds of tiny steel balls cascade downward from the top of the playfield; you win if they go in the right places. Some professional pachinko players actually earn their living on these games. Since out-and-out gambling is illegal in Japan, winning players are rewarded with redemption-type prizes. Special stores repurchase these items from players for a very handsome sum. On paper, it's legal. Authorities ignore the gambling aspect. Some sources say Japan's pachinko market grosses as much

as \$150 billion per year! Our Osaka-based correspondent John Ryan gathered more information about this intriguing story from various reports in the Japanese press. "The normal export route for pachinko profits is in the bottom of cardboard boxes covered with furs for relatives in North Korea," John said. "So there's no accurate figure on the amount flowing out, but it's estimated to be between \$500-\$800 million."

Korean nationals in Japan control roughly one-third of the pachinko market, but they are split into hostile groups (communist north vs. democratic south). Japanese businessmen have another third of the market, and the Chinese community has the final third. Pachinko gambling profits from the North Korean group have "financed the foreign currency costs of developing North Korea's nuclear weapons facilities," John added.

The U.S. government has pressured Japan to stop the money flow, John said, but the Japanese government is reluctant to act. Why? Reportedly because pachinko parlors are major political contributors in Japan! Payoff scandals have rocked the country's power structure of late. One such scandal even forced Japan's prime minister to resign, just a few days after CBS's story on the pachinkonuclear connection. So, Japan's political leaders are "unwilling to risk opening an explosive can of worms by offending their benefactors," John concluded.



Blown Away.

When the air gets pumping on a Dynamo hockey game, so do the players. It's fast-paced action that blows them away, game after game.

We ought to know. Dynamo hockey tables are the world's most popular. They're designed by champions and played by the pros in every U.S. and international tournament.

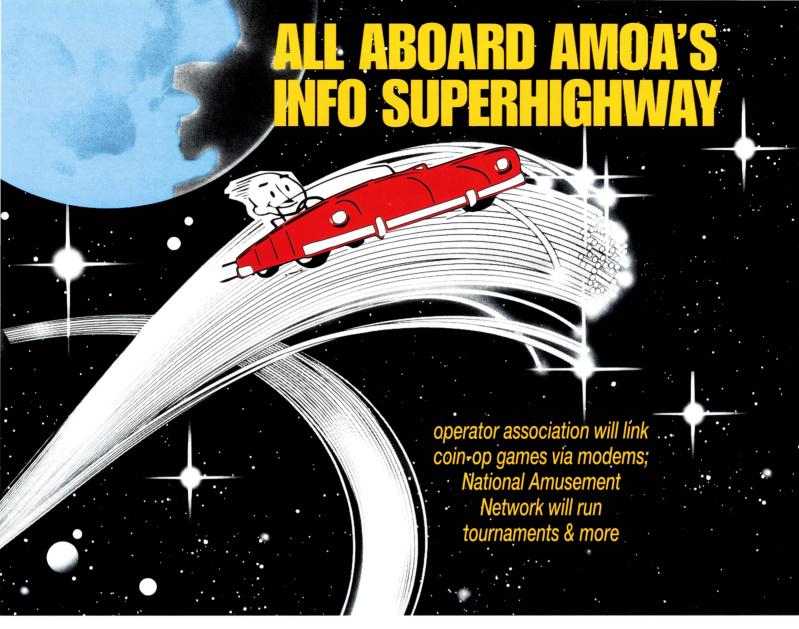
This kind of popularity means profitability that'll blow you away, too, year after year.

Quality construction and durable components keep all Dynamo hockey models blowing and going with low maintenance and high return.

And now, Dynamo has added extra excitement with unique new features to attract more players than ever. Attention-getting ideas include digital electronic scoring, overhead lighted scoreboards, creative new

graphics, high-speed and quiet-play pucks, even the thrill of day-glow and black lights. Contact your operator or distributor about all the new Dynamo game tables, like





Step right up...to the future. Get aboard the fast track to 21st century operating. Your vehicle is called the National Amusement Network, Inc. — NANI for short.

What is NANI, exactly? It's an

ambitious hi-tech project conceived, co-owned and run by AMOA, the Amusement & Music Operators Assn., in cooperation with TVphone, Inc. and Electronic Data Systems, Inc. What is NANI, more specifically? The basic concept of

NANI is to invite manufacturers to install modems into their next round of coin-op games. Then NANI will provide an electronic "central nervous system" to get all those games talking to a "chief computer" that will run the whole network...and it will talk to the operator's office computer. These controlling computers will also

be able to send data back to the games and to each other.

An initial test will start this summer in two states (Kansas and Ohio), using 50 units of *NBA Jam Tournament Edition*. By early 1995, opera-

The basic concept of NANI is to invite manufacturers to install modems into their next round of coin-op games. Then NANI will provide an electronic "central nervous system" to get all those games talking to the operator's central computer...and to a "chief computer" at AMOA headquarters...and vice versa.

tors across the USA should be able to buy their first modem-linked games and try it out for themselves.

How does it work? NANI will link video, pinball, and dart games across North America for score reporting and comparison. Operators will be able to run tournaments among games on a single route, or between

multiple routes at the local, state, national or international levels. Wherever permissible, handsome cash prizes may be offered as a player incentive, just like a major sweepstakes or pro golf tournament.

> And that's just for starters! Eventually the NANI concept will go much, much further.

WHAT ELSE CAN NANI DO?

NANI will carry advertising, at first in the form of ofwritten messages or still graphics, on the video screens of cabinets that are linked to the system. AMOA said that major corporations in the fields of sports, confections and beverages have already expressed interest. (And why not? AMOA believes some 100,000 games may be wired into the

NANI system within a few years.)

Eventually, NANI should be capable of full-motion video with sound...i.e., customized TV commercials sent straight to game players across the continent. NANI will be enable operators and/or advertisers to pick and choose which terminals (game cabinets) get which ads, how often, and when. Operators will sell ads to local sponsors, which will be transmitted on the operators' own local "network" of NANI games. NANI itself will sell ads to national sponsors, and these will be transmitted over the entire network.

GOING "REALLY HI-TECH"

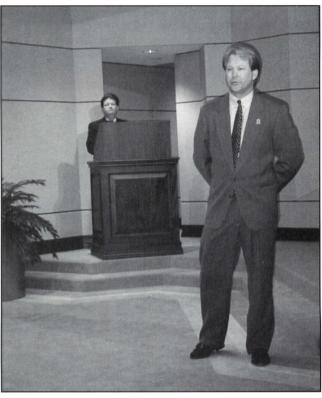
There's more. AMOA believes NANI video cabinets could eventually serve as "multimedia terminals" to provide non-amusement data

services: everything from banking to virtual shopping. If so, this would open an entirely new field for operators, a vast new set of profit opportunities. TVphone, Inc. is already at work developing some of the new services which could be sold over the network.

THE PLAYERS: TVPHONE

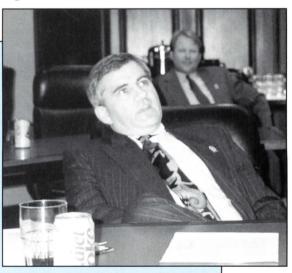
Who are the players that have signed contracts to participate in NANI? Based in Winnipeg, Canada, TVphone, Inc. is the creature of an ingenious inventor and businessman named John Klayh, who holds important patents in the field of electronic communications. Klayh has been a friend and ally of AMOA for several years now, advising and consulting on hi-tech issues. TVphone is a full partner in NANI...in fact, it was Klayh who originally brought the proposal to AMOA, resulting in NANI's creation.

TVphone has retained Innovative Financial Resources, Inc. (Rockford, III.) to provide financial consulting, bridge capital and raise expansion capital as required. IFR, which special-



AMOA President R.A. Green III kicks off a March 24 press conference on National Amusement Network, Inc. (that's AMOA Executive Vice President John Schumacher at the podium).

AMOA's ultimate dream is that in a few years, NANI will enable the operator to download games from his central office computer, via modem, onto programmable CD-ROMs in generic NANI cabinets on location



izes in financing for growth firms and other ventures, is currently developing its own investment fund to support its clients. Interested parties should contact senior partner Jerry Christenson at 800/871-3541.

across North America. The "sending" program for the operator's office computer could still be purchased through coin-op distributors.

IS THERE AN ACHILLES HEEL?

"Wait a minute!" some readers might be saying. "This sounds great, but isn't there a serious vulnerability? Suppose game makers announce they are starting their own digital networks. Suppose the factories don't want to make their games available for the NANI system?"

In other words, what happens if manufacturers don't play ball?

AMOA believes the profit motive will convince every major factory to participate in NANI. Why turn down potential sales? As if to prove the logic of this, Williams/Bally-Midway — arguably the world's leading coin-op game maker — has agreed to

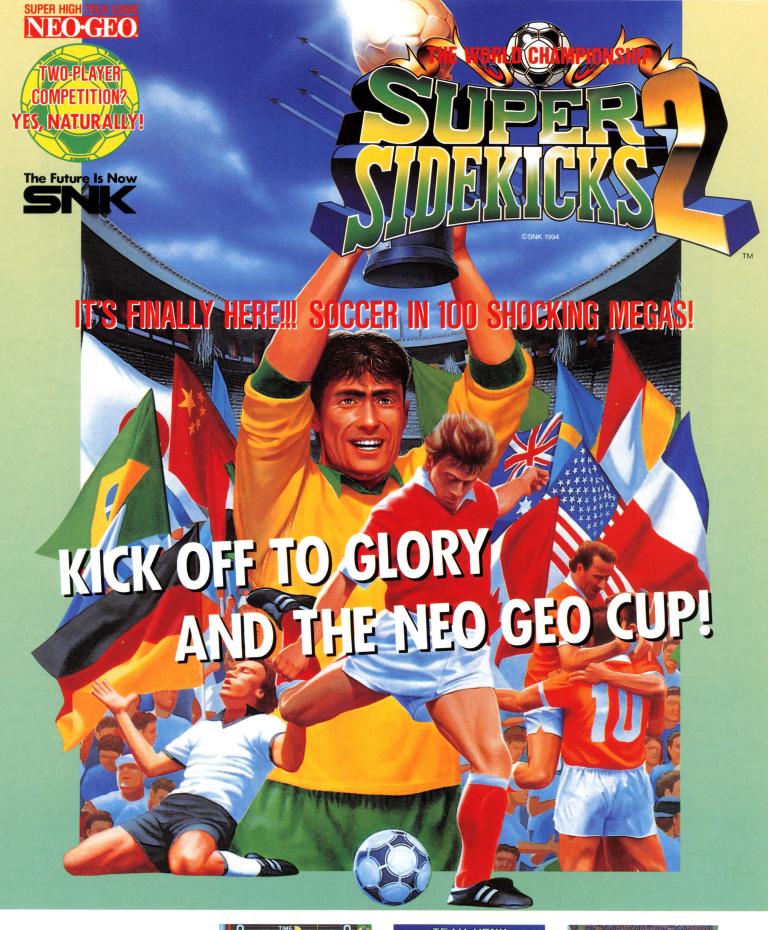
provide *NBA Jam Tournament Edition* as the first video game on NANI.

However, if major game factories eventually decide not to support NANI with product, there's theoreti-

> cally nothing to stop AMOA from commissioning its own games from free-lance computer programmers. In the U.S. market alone, there are tens of thousands of these people eager for work. (In fact, a new national magazine has been launched, aimed at telling free-lancers how to design and sell vidgames to big corporate markets.) AMOA would strongly prefer not to have to do this — "our goal is not to manufacture or distribute product," they say. But it is an option.

A VEHICLE AND A STRATEGY

So once again, what is NANI? The bottom line is this: NANI is a vehicle, and a strategy, for operators to compete in the era of the information superhighway.



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The need for such a vehicle and strategy is glaringly obvious, and has been for some time. Americans spend about \$8 billion per year on video games alone — in the coin-op cash box, on home game cartridges, and on computer software. Huge corporations in the telco, cable TV and computer industries want to gobble up that lucrative market...a threat *RePlay* has called "The Invasion of the Coin Snatchers."

With NANI, AMOA has picked up a hi-tech sword and vowed to defend



Above: Overview of the global data control center at Electronic Data Systems (Dallas, Texas). **Left:** AMOA leaders with EDS personnel at the latter's Dallas headquarters. AMOA past president Craig Johnson (center, right) will serve as NANI's chief for the first 18 months.

the operators' share of this market. Nobody else stepped forward to do it, so AMOA took the lead. It's as simple as that. Now it's time for opera-

tors and manufacturers to step up to the plate.

NANI'S ORGANIZATION

A few of the organizational details: NANI has been formed as a subsidiary corporation of AMOA. Its officers include past AMOA president Craig Johnson as president of NANI, and current AMOA president R.A. Green III as a member of NANI's board of directors. EDS liaison to NANI will be Bill Graf. As mentioned above, TV-phone's John Klayh is a

full partner, Secretary of NANI and a board member within NANI's corporate structure.

AMOA has invested about \$250,000 in NANI so far...an extraordinarily low investment for such a powerful and promising project. It is anticipated that EDS will spend millions on the network over the next decade as NANI grows and expands. These operating expenses will be paid through transaction fees which are billed to each participating operator in a single comprehensive notice, much like his monthly phone bill.

TVphone will realize a profit of based on each transaction performed in the system. Obviously that could add up to a considerable sum with hundreds of thousands of cabinets linked into the network someday. AMOA's share of profits from NANI will be refunded to operators on a pro-rated basis, according to their

level of participation in the network.

MORE INFO

There's much, much more to say about NANI, and from here on we'll let the chief players explain it in their own words. The following pages contain some questions and answers by R.A. Green, Craig Johnson and Gene Urso. In future issues, RePlay will keep you informed of new developments as this fascinating story unfolds.

Meantime, we urge readers to keep a close eye on NANI. Whatever happens, this industry is in for a heck of a rollercoaster ride!

THE PLAYERS: EDS

The other big player who will make NANI work is Electronic Data Systems, Inc. Not a full partner in the venture. EDS is a contracted provider of services. Originally founded by Ross Perot, EDS is now an \$8.6 billion/year subsidiary of General Motors. They own and operate the world's largest private digital communications network, including 17,000 miles of fiberoptic cable around the world, plus big satellite-dish ground stations on every continent. This already-running EDS network will provide the "central nervous system" for NANI games on location to talk to various controlling computers, and vice versa. AMOA has signed a 10-year agreement with EDS.



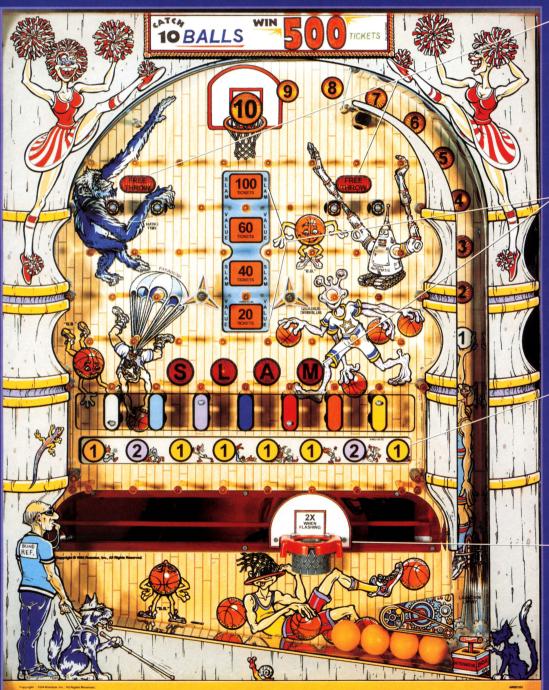
Electronic Data Systems' headquarters in Dallas is the central nerve center for the world's largest private digital information network. EDS will act as the "carrier" for NANI.





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NEW WAY OF OPERATING

AMOA President R.A. Green & NANI leaders explain their vision of operating via the digital network

owner in fartherst reaches of America — the little guy — to stand on equal footing and compete with the biggest coin machine owner in the country. Imagine if you will, with this technology a player in a single game location on the West Coast can compete in a tournament against a player on the East Coast or anywhere else in America where there is a NANI terminal.

Will NANI strengthen AMOA as an organization?

You bet. To become a member of NANI, you must first become a member of AMOA. NANI's purpose is to use new technology to drive the video cash box; and to provide other sources of revenue from NANI terminals such as couponing, advertising and redemption. NANI is designed as an enhanced revenue generator. We are all in this business to make a profit. NANI will allow its members to enhance their bottom line.

If NANI succeeds, are you redefining what it means to be an operator? Ultimately, NANI participants would not be just "music & games suppliers," they would be "electronic data suppliers," right?

Let's face it, what we're really in is the entertainment business today. Who knows what the future may bring? Buyt we have designed NANI with enough flexibility to meet the changing dmeands of the future. The people who will survive and prosper in the entertainment business must accept those changes. The world won't stand still and adapt for us; we must change and adapt to the demands of our customers. Most coin machine owners have been doing the same thing, the same way, day in and day out, with just a few technical upgrades, since *Pong*. We place and maintain a game in a location, and divide the cash box; that's what 99% of coin people do. NANI allows for additional revenues beyond the coin box. NANI participants will receieve additional revenues through the mail box, for advertising and couponing on their terminals.

What do you say to distributors who are nervous that digital networks may not have a role for them?

This network does! Remember, NANI does not displace anyone. NANI does not manufacture, NANI does not distribute or operate. The last thing we want to do is disturb the traditional roles now held in the coin machine industry. You cannot bypass the distributors; we need them for technical support and for product distribution of hardware and software. Industry relationships between coin machine owners and their distributors have taken years to build, and we want to ensure that they survive and continue to prosper.

During the past two years as NANI was under development, you advised AAMA, JAMMA and individual manufacturers, in a very general way, about your plans. At least one U.S. factory and one leading Japanese factory seemed to think they controlled all the patents for such a system. If and when manufacturers come out with proprietary systems, what impact will that have on NANI?

Proprietary systems, that's the problem. A "proprietary system" is

R.A. GREEN III, AMOA PRESIDENT

What response have you received to NANI from AMOA members so far?

"You're going to do what? But you can't do that!" Let me assure you...we can and we are going to. When I first attempt to explain this concept to any coin machine owner, it takes them a while to come up with all the questions. It's real difficult to explain in five or ten minutes. Most folks don't immediately think of all the possibilities — advertising, coupons, scoring, tournaments, the ability for NANI to be able to identify a player each and every time he uses the network, and to maintain his scores in the network indefinitely.

Who is NANI for? Can small operators participate, as well as big operators?

The wonderful thing about NANI is that it allows the coin machine

one designed around one manufacturer's product. As a coin machine owner, am I to be expected to purchase a different system — hardware and software — for every game manufacturer who attempts to bring a product into the market? NANI is designed around a flexible platform that allows any manufacturer to continue to manufacture his product, with a few technical changes to make it network-compatible. NANI will have a substantial market penetration by virtue of its abilitity to adapt to a wide variety of games.

We are not talking about linking games together to see who can achieve the highest score during a contest. NANI's capabilities are far greater than merely determining a winner. NANI has chosen Electronic Data Systems as its information processor. They have over 20 years' experience at networking at processing data. EDS is the leader in their field.

How did other manufacturers respond?

The response we got was twofold. First, we went in search of a factory to manufacture the test units. We found that many factories were skeptical. Some people thought we were out of our depth. But when Ken Fedesna, vice president and general manager of Williams Electronics, met with us, he took the time to give NANI a good, hard look. He realized its potential and understood how much time, effort and thought AMOA had put into it. He realized how far-reaching NANI could be. WMS decided they wanted to be a player and that's why they are building the first NANI-compatible games.

What's NANI's greatest strength?

NANI has the potential to help bring the coin machine industry into the next century and help ensure their survival. It allows anybody, anywhere, who is a legitimate coin machine owner, to participate in tournament formats, to earn money from advertising, to upgrade their service efficiency, and to enjoy countless other benefits from electronic communications. Operating with NANI drives the cash box, it drives the mail box, it builds a player base, and it gives us cost-effective opportunities we've never had or dreamed of before. The more I learn about NANI, the more excited I get. NANI's potential is limited in scope only by our

> **CRAIG JOHNSON. NANI PRESIDENT**

The first thing most operators would probably like to know is, how much will this cost? (That is, cost of NANI-compatible hardware, cost of using the network, and cost of belonging to NANI.)

There's no cost for AMOA members to join NANI. Network usage costs will involve one telephone line for each location, no matter how many pieces of equipment are hooked up to it. Per-transaction charges will be based on volume. The fee strucure was approved by a large AMOA team; we're very

early to know how much more a video game, for example, would cost if it's NANI-comptatible. But we think the additional cost will be mod-

How do you know NANI will succeed in the marketplace?

Because leagues are already working. NANI simply takes the strengths and successes of today's amusement industry and makes them easier!

Can NANI help operators increase price per play and commission splits?

Absolutely. In fact, we're counting

What kinds of savings will NANI provide?

Savings will come in many forms, some sooner and some later. Promotions and redemption projects that are too labor-intensive for a small operator or a street operator can be done cheaply and remotely — or by using existing personnel of the location — under NANI. When the network can tell you when games are down, for how long, and why, that will also save money.

How would a typical NANI tournament work on the national level?

First, everyone should realize that any terminal that's connected to NANI will let the operator run his own local promotions and tournaments. NANI itself will also run national events, and you as an operator can decide if you want to participate. If you do, just tell NANĪ "yes" and we'll put all the information into your game through the network, to make it participate! For example, we could stage a national tournament on a driving game with potentially 50,000 units competing for a week. If each cabinet attracts 100 players a day, that's 35 million players who might pay a \$1 or \$5 entry fee. The first place prize could be a free trip to the Daytona 500. The only limit in creating these promotions is your imagination.



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Is there a redemption component to NANI?

Yes, instead of opting for tournament play, players can choose to play on a redemption basis and maybe get a coupon that can be redeemed for a prize. The operator will have validation terminals and your cabinet will kick out a coupon. As the operator, I could say, "Any player who scores X number of points or reaches a certain level in the playoffs wins a free basketball." Or a pair of Nike shoes, or whatever. The player could mail that coupon to my office, or redeem it at the location, or redeem it at the local sporting goods store if I'm doing a cooperative marketing campaign.

Do you think NANI will encourage more gameplay, attract new players?

Definitely. Everybody loves to compete, and NANI will let you compete on whatever you're good at — not just basketball or darts, but a driving game or fighting game.

Is NANI mostly for the street operator or the arcade operator?

It's for both. The street operator may have more to gain because NANI enables him to get into redemption for the first time. Arcade people can take leagues and promotions a long ways. Both segments win.

Do you have to be computer literate and league-oriented to participate in NANI?

The operator himself doesn't have to be computer literate, but somebody in his organization absolutely must be. You don't have to be league-

oriented. You can create your own promotions and if they don't work, change it and go to another one. Also, you can get involved with national tournaments with very little effort. NANI members will also receive an internal publication that highlights successful local promotions done by other NANI members in other regions, and you can follow those ideas or not as you please.

How will an operator run NANI

programs from his office computer?

He will use a Windows-style management software program, but you don't have to have Windows itself. NANI will provide a complete software package to participating operators, and in most cases the operator will want to dedicate at least one computer to this application, so he can monitor the network at all times.

Can NANI-linked games be played "regular" style, without players plugging into the network?

Yes. We're calling that "casual play." You can also be plugged into the network and still not interact with the network, nor incur any associated costs. The network would only monitor cashbox drop.

How will players interact with NANI?

Players will interact mainly through the terminals. They'll "sign up" by looking at an onscreen menu that pops up in the attract mode, then manipulate joysticks and buttons to enter their name. By interacting with another onscreen menu, players will also select the type of play — casual, redemption, or any of several tournament options. Later, based on the information he enters into the terminal, the player get a barcode swipe card through the mail. All NANIcompatible games will have swipe slots from the beginning. Eventually we'll set up subscriber accounts, mailing lists, and so on.

How much flexibility is built into the system?

It's enormous. The system is built to let me as an operator design and run promtions, leagues or whatever...and do that however I want. I can choose which games and locations participate, what kind of event they're tied into, individual play pricing for different types of play, different levels and types of rewards, timing and staging, etc. We're even building options into the pricing structure so you can offer "happy hour" pricing on individual games, changing prices on different games in

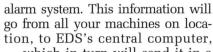


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which in turn will send it in a neat, tidy information package to your office computer.

> Can existing games in the field — say, darts — be retro-

Will NANI ever be capable of remote, head-to-head interactive gameplay? That is, would a player in California be able to compete in a street fighting video game against a player in New York?

At this point we're not worrying about that. If that becomes economically feasible, then yes: NANI will want to get involved and make it happen. Right now it's not economically feasible, which is why it's not being done anywhere, by anyone.

Are you ready to start the test? What details can you provide?

Target day for the tests to begin is July 1. We don't know how many operators will be involved; probably several but as of early April we haven't fixed those details.

fitted to work with NANI?

We're working toward that goal and exploring the costs. Our intent is to achieve it, but we're breaking new ground here and the question is, where's the financial break-even point?

different places during different times of the day!

Will participating operators be able to get diagnostic information, as well as daily earnings reports? Will this info come directly from his own machines on location, or from AMOA's central computer?

Yes, diagnostic information will eventually happen, including everything form "the joystick isn't working on a certain game" to a self-reporting

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OUTRUNNER

GENE URSO. CHAIRMAN OF AMOA'S ADVANCED TECH. COMMITTEE

What role did AMOA's Advanced Technology Committee (ATC) play in the creation of NANI?

The Advanced Technology Committee was the driving force in putting NANI together. The committee did all the behind-the-scenes work: bringing the parties into communication; negotiating contracts interviewing possible partners; and deciding what AMOA wanted from each player and what NANI should look like and how it should work. We basically put the framework in place. This project has been going on for three years, but during my time as AMOA president we began to really increase our level of interest and involvement. After my term, AMOA's next presidents Craig Johnson and R.A. Green also provided very strong leadership and support for getting NANI off the ground. I'm very proud of both of them and of AMOA.

What was the toughest part of this task?

The biggest challenge was dealing with all the personalities that came to the table and getting everyone lined up behind a single, common idea of what we wanted to do, and how to do it. Then, after the principles reached an agreement, the next challenge was to satisfy the lawyers for all sides!

How did you select TVphone and EDS as allies?

TVphone brought their concept to us. We looked at it and thought it was worth exploring. As we learned more, and became convinced it was a good idea, we chased it more aggressively. Then we decided we needed a "carrier" of electronic data. After considering three major information services firms, we chose EDS based on their resources and track record... which are very, very impressive.

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train operators to participate in NANI?

I'll really push for education, especially for the average-sized operator. They make up most of our members. We're starting with a seminar on NANI at our expo this September in San Antonio. Beyond that, NANI will have to come up with a massive educational program, and AMOA will have to support it. Perhaps a few of us can acquire in-depth knowledge of how to use the system, then travel around the country, giving schools on NANI at different distributors. Then it's up to the operator to attend and pay attention! The operator had better not say "I don't have time," because his future is on the line...and believe me, your competition will have time. Even if the operator doesn't want to computerize his route, he must have a computer in-house.

What role will the Advanced Technology Committee play now?

None in NANI. But we will look

for other types of new technology that may be coming down the pike, and we'll investigate how AMOA members could potentially use them. If AMOA itself doesn't get involved in a given form of new technology, at least the ATC can provide enough information for individual operators to make a reasonable decision about whether they want to get involved or not.

When you first joined the industry, did you ever think you'd see the day when AMOA launched a project like NANI?

No, and I don't think a lot of the industry thought AMOA would do it, either! Today I think this type of project is AMOA's job. Years ago it was okay to run a trade show and give seminars. Now the business world is changing very rapidly, and it's our job to help operators adapt to those changes with structures like NANI, NDA and IFPA. It's our job to educate operators about what's coming so

they can make informed decisions. Operators have changed, too. Today's leading operators are using advanced technology and computers in their offices — not just inside their games. These operators are confident about trying new methods and techniques of doing business.

What's your advice for operators who are reading this?

NANI represents a whole different way of doing business. We're all scared of making changes — especially older operators like myself. But NANI is the wave of the future. You have to get in on it, because our competition is not the operator next door any more. You're really competing against the telephone companies, major conglomerates, and billion-dollar mergers. We're not a local industry anymore; we are national and international in scope. So any operator who wants to win that competition, must get aboard with new technology.



* _____

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hen you're on top, you have two choices. You can be complacent and keep doing the same old things in the same old way. Or, you can build on your past successes to conquer new fields. WMS Industries has decided to go the second route. WMS is America's most successful game manufacturer, and owner of Williams Electronics,

In April, the company announced a breathtaking array of acquisitions, hi-tech ventures, and strategic partnerships. WMS says all these deals and plans will strengthen the company and ensure its continued leadership in the coin-op market. If all goes as planned, WMS's bold new ventures could spell a bigger, brighter tomorrow for coin-op and for related entertainment markets.

Midway Mfg. and WMS Gaming.

RECENT MOVES BY WMS

Recent moves by WMS include:

- the decision to make video games available for AMOA's National Amusement Network;
- a strategic alliance with Nintendo of America, and formation of a

joint venture called Williams/ Nintendo, Inc.;

- acquisition of TradeWest, Inc.;
- formation of a new subsid called Williams Entertainment Inc. to create and market consumer games;
- and entry into the slot machine market.

WHAT DOES IT MEAN FOR COIN-OP?

According to WMS, all these new deals and ventures will have a positive impact on coin-op.

"It means Williams/Bally-Midway will have new resources enabling us to develop even stronger and better coin-op products," declared WMS vice president & general manager Ken Fedesna. "We know our strength is coin-op, and we believe successful coin-op games are the 'engine' that can pull the entire 'train' of related markets. We will never lose sight of that crucial, central fact," he vowed.

To the casual observer, it may appear that WMS is "betting on all the horses" in the race for market share in tomorrow's electronic media. Ken Fedesna doesn't quite see it that way. To him, it's more of a bid to cross-fertilize markets. WMS believes all segments can stimulate the growth of all the others...sort of like how the motion picture industry has increased its box office take, right

alongside growing revenues from showing movies on cable TV, plus sales and rentals of movie cassettes.

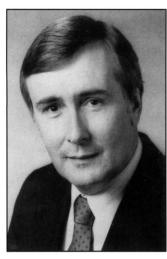
"All these ventures are tied together," Ken explained. "That includes consumer and coin-op games; networked games offering prizes, and networked games offering remote interactive gameplay; cable TV like the Sega Channel; plus our other joint ventures. These will combine to create a synergy that cross-builds all these markets simultaneously. We don't want to spread ourselves too thin, but we believe all these areas can complement each other.

"As we continue to acquire and develop new technology from joint ventures," Ken added, "we will be able to apply those to coin-op in a way that makes those games more exciting, and we will be able to market coin-op games with greater and greater capabilities for relatively lower prices."

THE NINTENDO DEAL

For a specific example of this strategy at work, look at the Williams/Nintendo deal. Nintendo is planning to create a new 64-bit home game system (called "Project Reality") for release in 1995. The famous computer graphics firm, Silicon Graphics, will provide some of the (very advanced) technology. A coin-op version of the hardware and software





Nintendo's Minoru Arakawa (left) and Howard Lincoln.

will hit the arcade market this fall.

How does coin-op benefit from this? Under their joint venture agreement, WMS will build coin-op versions of Nintendo products in the WMS Chicago plant. WMS will sell and market Nintendo coin-op games through the WMS dealer network.

"We hope this will strengthen both our operators and distributors," said Ken Fedesna. "It helps us increase our volume, maximize our resources, put more people to work, increase our purchasing power for similar components, and ultimately bring prices down to give operators a better return on investment."

On the home game front, the longterm, worldwide agreement sets up a joint venture firm called Williams/ Nintendo. This new entity will develop and market 64-bit home games exclusively for Nintendo's new system. Coin-op benefits again, because WMS gets the rights to use any or all of Nintendo's advanced Silicon Graphics technology in its own coinop products.

Some operators have taken note of WMS President Neil Nicastro's statement to the Wall Street Journal that Project Reality offers "the power of an arcade game for \$5,000 and will be selling to consumers for \$250."

But never fear, WMS is strongly committed to make sure that coin-op remains competitive!

"As far as we're concerned the coin-op arena must stay bigger, better and more spectacular than anything supplied to the home market," Fedesna said. "We fully understand that and believe we have ways to deliver that. Remember, for the same per-chip cost that Nintendo will deploy in its home system, our coin-op division can put 10 times as many of the same chips into an arcade game that they can't touch in the home. What's a \$20,000 piece of equipment today, may be available to operators for \$5,000 in future years."

NETWORK PLANS

WMS is wading into the futuristic world of digital networking as a software supplier for AMOA's newlyannounced National Amusement Network (see separate story on NANI for details). The test phase of AMOA's National Amusement Network (NANI) should be up and running by July 1, using Midway's NBA Jam Tournament Edition as the test piece.

Under a confidentiality agreement signed with AMOA, Fedesna was reluctant to comment on NANI. But AMOA President R.A. Green III said, "Obviously nobody would go to the considerable trouble and expense of cooperating with us on this test phase, if they didn't plan to go ahead and make future product available for use on NANI." Green praised WMS for having the vision to understand NANI's potential, adding: "Williams/Bally-Midway clearly wants to be a leader in the field of digital networked games."

WMS BUYS TRADEWEST

Another venture announced by WMS in April was the acquisition of TradeWest, Inc., a leading software design house for the consumer video game market with headquarters in Corsicana, Texas and a 50-person design staff in San Diego, Calif. (RePlay readers will remember Tradewest as the home game division of the former coin-op factory, Leland Corp.). The \$15 million deal is expected to finalize in May.

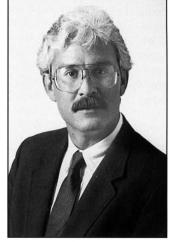
As part of the deal, Tradewest's principals Leland Cook, Byron Cook and John Rowe will go to work for WMS, and Tradewest will be incorporated into a new consumer game

firm called Williams Entertainment, Inc. (WEI). WEI will develop and market games for all home game platforms, including Nintendo, Sega, 3DO, Atari, Sony, and others.

Byron Cook, named president of this new firm, said the combined strength of WMS and Tradewest ensures that WEI "will be a significant factor in the home video game market." WEI vice chairman John Rowe said the company "will create new original home video games, arcade games for WMS's traditional coin-op market. WEI will also







The Tradewest principals: Leland Cook (left), Byron Cook (center) & John Rowe. The firm is now part of WMS.



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convert and translate WMS arcade games for the various home systems and platforms."

CROSS-MARKETING

Here again, WMS believes that "cross-fertilization" of markets will benefit the coin-op market. "A successful coin-op product will help us sell home games," Ken Fedesna said.

"And proper marketing of a good home game can revitalize its coin-op earnings as happened with *Mortal Kombat* and *NBA Jam*. We won't take any coin-op development teams and put them onto consumer assignments. In fact, we're building new development teams for coin-op product."

Ken stated the philosophy at WMS as follows: "It all begins in the coin-op marketplace. If we can develop even more successful coin-op games, it helps improve the consumer market. Strong consumer sales help finance more R&D for even stronger coin-op product. Other companies, as they got into the consumer market, abandoned coin-op. Our approach is quite the opposite. Coin-op drives everything else and coin-op remains our top priority."

Cooperative R&D and marketing between home games and coin-op games can also result in lower prices for operators, Ken explained. "Home game applications can bring costs down for coin-op products, at the same time it can bring capabilities up," he said. "For example, semiconductor companies are still bringing prices down, and Nintendo's plans to use Silicon Graphics technology will likewise help achieve savings in the coin-op marketplace. So I hope the operator realizes our various strategic alliances will be very positive for him as well."

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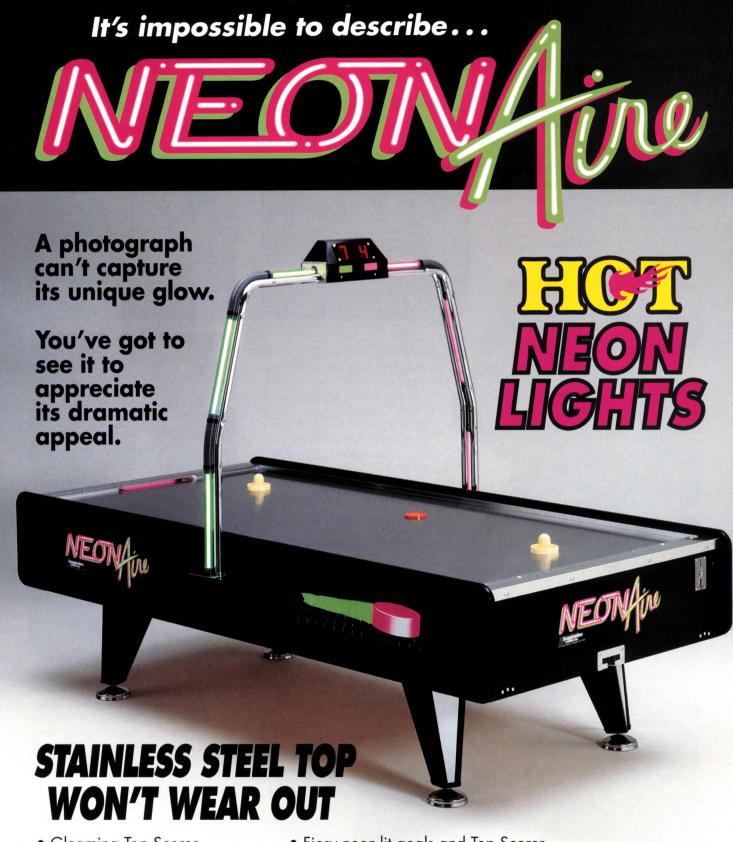
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THE GAMING FRONT

WMS is going beyond the VLT business, where it's been successful in placing product into new legal markets, and expanding into the slot machine and casino market. At the International Gaming Business Expo (Las Vegas, April 26-7), WMS Gaming unveiled its new casino-style gaming product line. The range of equipment includes reel spinning slot machines, slant-top video gaming machines, and upright casino poker and slot machines.

On the distribution level, WMS Gaming, Inc. has named Collins Music Co. (CMC) as the exclusive distributor of its video gaming devices in South Carolina, where cash pay-offs on games are legal. WMS Gaming is already shipping terminals equipped with blackjack, keno, poker, and inline reel simulators. CMC, owned and operated by AMOA past president Fred Collins, is the largest U.S. gaming distributor outside Las Vegas and markets gaming equipment to several legal jurisdictions. WMS President Neil Nicastro said his company is excited by the move, which he called "a significant endorsement of our video gaming product by one of the country's leading distributors."



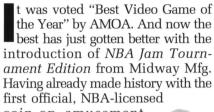
- Gleaming Top Scorer
- Sizzling graphics
- Effortless maintenance
- Fiery neon-lit goals and Top Scorer
- Rugged player-proof durability
- Location proven excitement.

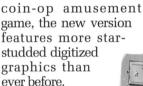


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AMMIN' A

NBA Jam Tournament Edition from Midway Mfg.: it's a slam-dunk, all-new upgrade of a classic





TOURNAMENT

EDITION



Players and fans of the original hit will find there's even more to experience this time around, with expanded and updated rosters. Coin-op game players of Tournament Edition may select up to five athletes from each of the league's 27 squads, compared to only two athletes in the first NBA Jam. Also, NBA player characteristics have been increased based on real-life performance and statistics. In other words, the characters on the screen perform even

> Eight different strengths have been calculated for each of the

more like their counterparts in

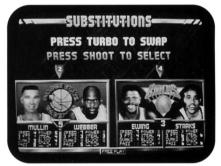
real life!

on-screen athletes, including speed, dunks, 3-point shooting accuracy, passing, power, steal ability, blocking, and clutch performance. Add-

ing to overall gameplay and strategy, **Tournament** Edition

allows players to select same team match-ups as well as

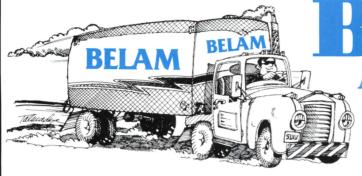




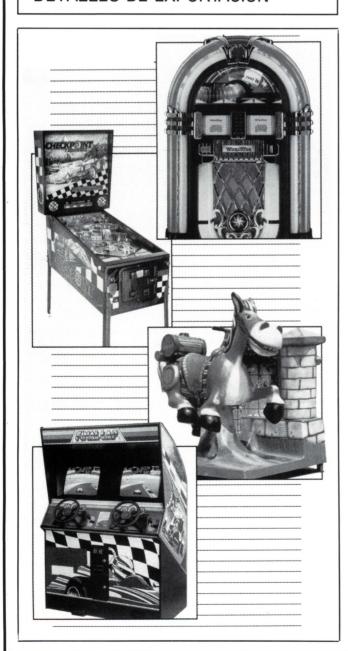


make half-time substitutions. And leave it to the talented Midway game designers to tap into what players everywhere are clamoring for with over four times the number of "power ups" and secret moves that helped propel NBA Jam into it's incredible top-earning rank.

NBA Jam Tournament Edition also features a special operator-selectable "tournament mode" for straight-ahead (no power-up) gameplay, plus a wealth of other surprises that will keep players slamming and jamming for months to come. "It's a new standard in professional basket-ball simulation," said Midway. To learn more, contact your local authorized Midway Mfg. distributor!



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THE BIG SOUND

NSM's Solid Gold: it's big! it's powerful! latest CD juke also has new, advanced electronics



NSM previewed Solid Gold to distributors at during the recent ACME show. From left, that's Canadian dealer Brad Weiss with the NSM team: John Margold, Mike Jablonski and George Haydocy.



The NSM Solid Gold CD jukebox, featuring extra programming capabilities and bigger, louder, more powerful speakers!

ive us something big...a big box with big sound," operators and distributors asked NSM-America. You ask, they deliver — and the result is *Solid Gold*, the first

new contemporary NSM jukebox in quite some time. The dramatic design fits through a standard door, but the big black box offers plenty of up-front surface space for extra-large woofers and tweeters to really pump that sound into the noisiest locations... without any loss of CD clarity.

"I like it, I like it!" distributors exclaimed during a preview at NSM-America's Bensenville, Ill. headquarters just before the recent ACME show, held in mid-March. By now the machine is moving to a distributor showroom near you, and operators are sure to like it, too. (Ask your local NSM dealer if he's holding a special show for this new phonograph; many are.)

EYE-CATCHING GRAPHICS

Solid Gold sports an attention-getting animated display atop the cabinet, designed to catch the eyes of patrons even across crowded bar rooms. This display consists of a mirrored, nearly foot-square chamber with a rotating "Solid Gold"-emblazoned octagon, which showers floors and walls with continually changing color hues.

The true visual appeal of *Solid Gold* may shine brightest when the lights are low, as in a typical lounge setting. The big black cabinet virtually disappears. Meanwhile, the golden lighting on the front decorative panels, plus the central selection and album display areas, glow seductively. A lower decor panel features silk-screened art: twinkling stars, a large colorful graphic of compact discs, and the word "MUSIC" in capital letters. The overall effect beckons to patrons to listen to selections from the machine's 100 CD library.

As you draw closer, you'll find that lower decorative panel subtly reveals the CD player mech behind the art. Presentation of the visible mechanism has become an NSM hallmark and Solid Gold provides an intriguing variation on that tradition. "The visible mechanism was made more mysterious, and less prominent, for several reasons...but primarily so it doesn't take away from the top animated display," explained NSM-America sales/marketing VP John Margold.

IMPROVED ELECTRONICS

"We're thrilled with the appearance of our new *Solid Gold*, but the real beauty is what's inside," John continued. "Our 100-CD 'Hyperbeam' system is now even further advanced." One advancement is simplified electronic components. A computer controller is now included. The pre-amp, amplifier and power supply have been combined into a single compact unit. Over one-third smaller than in past models, they're nevertheless easier to access for adjusting output and service, said NSM.

Still more improvements: the 100-CD player, dubbed the "Quick

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1-800-277-6136 (615) 793-5510 Fax: (615) 793-5512 Change Artist" by NSM, changes selections in an average of under five seconds. It's been made even more reliable by advanced internal electronics.

New features include more operator programmability. Thanks to new software, operators can offer periodically-played advertising by setting aside CD slots for special commercial messages. Background music can now be programmed by operators only for certain days at certain times (this feature can also be accessed by locations if you wish).

The maximum number of times a song can play can be limited to eliminate revenue loss (due to exceptionally long selections). Entire CDs or selected tracks can be "locked out" completely, or only during certain times, to avoid "objectionable" or "inappropriate" music being played. And, to enable operators to properly price full album play, another *Solid Gold* software feature allows for limiting the number of tracks played per CD.

MORE POWERFUL SOUND!

If you want a "big sound," you'll get it from Solid Gold. It features a new "Dual-Tri" speaker system, with all the blasters perfectly positioned for maximum sound reproduction quality and exceptional stereo separation. Add up the six-speaker system — dual tweeters, dual mid-range, and dual bass — and there's the equivalent of a near three-foot speaker in every box, said NSM.

Powering that array of speakers is a substantially beefed-up amplifier (250 watt RMS). It's more than sufficient to drive *Solid Gold's* built-in speakers and auxiliary speakers at the same time. Also, the speaker transformer now pumps out sound at 4 ohm (rather than 8 ohm), making it easier and more convenient for operators who want to install auxilliary speakers.

NSM itself is extremely pleased with the quality of the audio results. "The sound from a *Solid Gold* is simply phenomenal," stated marketing VP John Margold. "The bass is truly thunderous; the high ranges are impeccably clean; and the mid-ranges are full and clear. You've never heard



At NSM's headquarters in Bensenville, Ill. are (from left) Ulli Kunnecke, John Margold, Jurgen Jost, Peter Kuhn, president.

jukebox music sound so great!"

CONVENIENT FOR OPERATORS

A lot of little conveniences were added to *Solid Gold*, like a single lidlock located in the center of the cabinet. This lock activates two steel locking bars. Each bar is half an inch thick! It's a simple way to ensure greater security. The "lift-open" front panel also provides easy access to components, with ultra-generous space around the central electronics for the operator's hands to maneuver in.

NSM-America sales manager George Haydocy reminded operators that all of the standard features on previous NSM models are included in the new *Solid Gold*. Real-time clock, paging microphone port, auto volume control (to keep sound the same between different CDs), attract mode and "all the others" are there.

READY FOR THE FUTURE

Haydocy and Margold both stressed what has become the NSM theme song, with its familiar lyrics — "Our equipment is able to adapt to changing digital technology." As George pointed out, "CD technology is going through an evolution right now." He's right; mini-discs and recordable CDs are just the most obvious examples. Plenty more is on the way, experts agree.

"So," George continued, "the equipment we're selling today is built to accommodate changes that may happen tomorrow. We can't say for sure what those changes may be, because we don't know. But we do know for certain that change will come."

John Margold explained that Solid Gold's size, design and configuration were all affected to accommodate those potential changes in digital technology. "We're making our current models as flexible as possible," he said. At trade shows, John likes to show operators how an NSM cabinet, speakers and other key components can still be used, even if technology changes force the operator to swap the current CD player mech for "something else" downstream. NSM boxes contain some adaptive capability to smoothly marry that "something else" to the solid framework of cabinet and remaining components. In short, NSM is looking out to protect the value of the operator's longterm investment.

NSM did predict one specific thing about the future: more is coming in their "Gold" series of jukeboxes. Remember, the NSM "Performer" series included a couple of matched models, so keep an eye out for another machine to join NSM's *Nostalgia Gold* and *Solid Gold* units.

Meantime, NSM's latest full-sized machine will be blasting out a big, powerful sound across America, and trying to live up to its "golden" name in the cash box!

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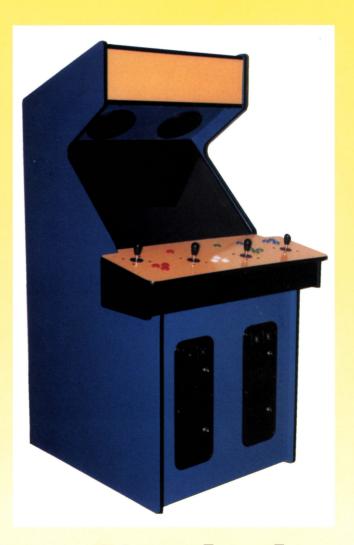
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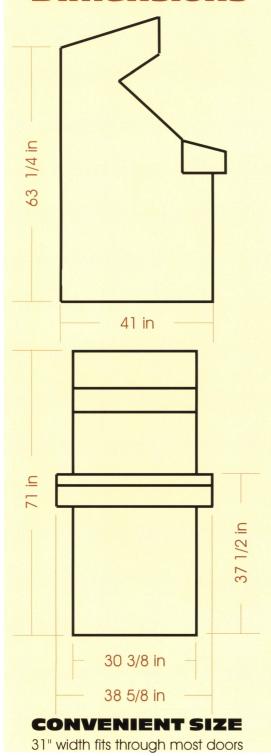


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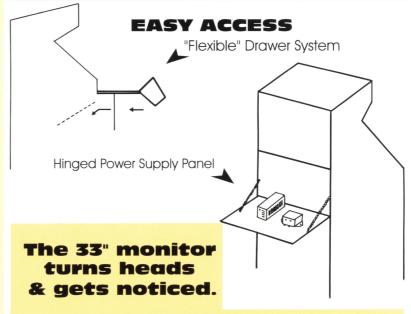
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PREMIER TO THE RESCUE!

the firm's latest Gottlieb flipper is Rescue 911; TV show's producer calls it exciting & realistic



higher body counts? Dr. Premier has a life-affirming, pulse-quickening antidote: Rescue 911, the pinball game that rewards players for daring deeds and saving lives. Based on the top-rated CBS-TV show which realistically recreates true-life rescue emergencies, this Gottlieb flipper has captured the excitement of six reallife adventures and translated them to the playing field.

Realism is a major hallmark of the show's — and the game's — appeal. "We love the fact that *Rescue 911 Pinball* accurately reflects our TV

show in a pinball game format," said the program's producer-director Jim Milio. "When we were first contacted about the game, we supplied Premier with about 10 different types of rescues that we do - everything from a baby's birth, to a police chase and a 911 call. Their game uses dialog very similar to what's heard on our show. The player hears someone call for help; a dispatcher responds; and there's radio chatter between the dispatcher and police or medical personnel on the scene. We even had the dialog checked by our medical consultant!

"On the 'Rescue 911' show, we pride ourselves on being as accurate as possible," Jim added, "and we wanted the pinball game to have a realistic feel, too. Premier certainly accomplished this goal, and that is what is so great about their game. The rescues that players experience in *Rescue 911 Pinball* are the mainstay of the stories we do on our weekly broadcast."

Rescue 911 Pinball features an actual flying helicopter (complete with spinning rotor blades) under the glass. The chopper lifts the ball and carries it to different spots on the



ing lives," said Premier

president Gil Pollock.

"Rescue 911 is a game

that values everyday

heroics."

With a super title like this as their

leading entry, they're off to a great

start!

ball phase with super jackpot targets.

911 license is important in today's

arcade market, both for consumer

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The Premier team feels the Rescue

Watch Our Colors Put Gold In Your Cashbox!





LAZER-TRON

Kids will go crazy trying to keep up with Awesome Toss 'Em's four funfilled targets: Mary Berry Strawberry, Lucky The Lime, Beach Bum Plum and Mellow Yellow Lemon. As the targets light up, the player tries to toss the matching balls into the correct target—but beware, if the

player tosses the wrong colored ball into the target, he'll lose points.



Color Recognition Technology (CRD)

Lazer-Tron's new patent pending CRD technology will allow, for the first time, a game to distinguish between the color of the balls thrown into the targets. Awesome Toss 'Em combines speed, accuracy and quick thinking to produce the most unique ball toss game ever made. It is educational and develops excellent hand-eye coordination.



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A MIGHTY FINE MID-SIZE

AMI to ship MM1CD next month



Rowe prexy Jim Gang (left) and VP Joel Friedman previewed their new MM1 CD phono at the March ACME show.

n June, Rowe AMI's Grand Rapids plant will begin producing a brand new mid-size CD jukebox that borrows the company's famous 1960's MM Series name. Called the MM1 CD, the cabinet contains all the electronic and mechanical components of Rowe's full-size LaserStar CD-100D series, but is smaller in size (and in price).

Rowe VP Joel Friedman said the *MM1* is the factory's direct response to operator requests for a less-expen-

sive and smaller jukebox that would still hold 100 CD's. But while the *MM1* can hold that many discs, production units will have the title page turner "locked" to display only 64. This blocker can either be left in place for a 64-CD phonograph, or removed to open up the remaining 36 slots by removing two screws.

"Some operators may only want to load up with 64 CD's, so this machine is a natural for that," Friedman observed. (The same page-turning title panel is used on this machine as on the bigger units, showing eight CD jackets at a time).

While the cabinet sides and grill are black for a "sharp, modern look," the unit's colorful front is dominated by the selection pad, bill acceptor and album cover display. "It's player friendly," said Friedman, "and operator friendly as well" (e.g. the flip-down exterior key pad flips in for programming ease,.

Come June, the MM1 will be joining Rowe's other available phonographs, including the CD-100D Lady In Red and Black Magic boxes (which Friedman believes will remain the factory's bigger seller). Rowe also produces its CD-51 compact, CD Nostalgia (bubbler), a CD hideaway and its wallmounted selectors the WallEtte and WallStar (we also heard that Rowe is working up a wall-mount machine containing a playing

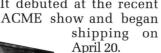
mech, but Friedman did not confirm this information).

The MM1 CD stands 57" high, 33" wide and runs 26 1/2" deep. Like the LaserStar boxes, it is outfitted to take Rowe's CDG karaoke kit if and when the company decides to market one. The new mid-size and word on other new Rowe music product will be discussed at the company's June 9-12 distributor conference taking place at Walt Disney World in Florida.

BloodStorm, latest "blood & guts" game from Strata, features "individually created fighters" & unique gameplay

> hat do the video g a m e players of America want? Rock-'em. sock-'em fighting games, that's what. Chicagobased Strata Group delivers with

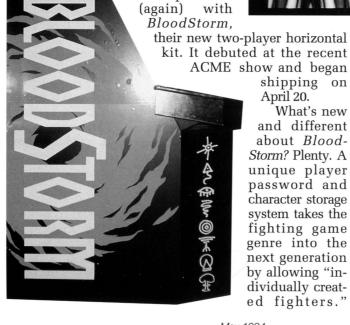




What's new and different about Blood-Storm? Plenty. A unique player password and character storage system takes the fighting game genre into the next generation by allowing "individually created fighters."

Your players can call up those unique characters every time they come back to the location. Now, there's a new concept to encourage repeat play! (Sounds like a real brainstorm resulted in *BloodStorm*.) You also get 3D graphics, oversized character images, innovative fighting moves, and superb player control, said the Strata folks. And that's not all! Players will keep coming back to find those hidden characters and secret passageways that today's kids find so intriguing. Interchangeable weapons and hundreds — that's right, hundreds — of combination moves will keep the battles fresh and

Strata makes no secret of this fact:







they closely study what the market wants, then give it to them...usually with a creative twist, and in spades. That was the case with *BloodStorm*. "We created a fighting game that would stand out from the crowd, and that would be representative of the strong designing talents at Strata," declared president Richard Ditton. "We carefully considered the needs and wants of players, operators and distributors alike to produce a very successful, universally acceptable new fighting game."

Universally acceptable? Obviously the name of this video signals "blood & guts" gameplay. But if any concerned moms or U.S. senators happen to be lurking around your locations, there is an operator-adjustable dipswitch to tone down the gore. The complete kit is available for all JAMMA compatible cabinets with horizontal mount monitors. Check it out at your authorized distributor.

SIRIE

Strike Zone turns natural competitiveness into those grand slam profits you've been looking for! Watch the fun as friends gather at this new attraction to pitch for speed, accuracy and bragging rights. They'll score 45 points if they can pitch the ball into the "Strike Zone" at 45 MPH without hitting the bat. Who is the best in their group? Who holds the score to beat? The money pours in to Strike Zone as fast as the pitching.

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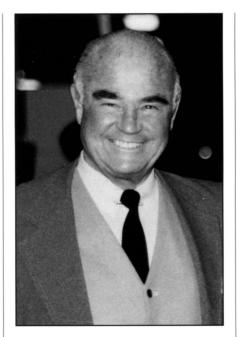
how about a coin-op arcade next to Mann's Chinese Theater? amusements should be part of the world's entertainment capital

by Louis Boasberg

Coin-op is increasingly part of the entertainment world. Pondering that thought during last fall's AMOA Expo in Southern California was trade veteran Louis Boasberg (New Orleans Novelty Co., Metairie, La.). More than six decades ago, making his first trip to Hollywood in 1931, Louis found a glittering "city of dreams" and largerthan-life personalities. These days, residents call it "Hollyweird" and Hollywood Blvd. is known as a "boulevard of broken dreams." Maybe coin-op, now on the rise around the world as a multi-billion dollar entertainment powerhouse, could play a part in restoring Hollywood to its former glitter and glory, Louis suggests in the following essay. — the editor.

While attending last fall's AMOA Show in Anahiem (Oct. 21-23, 1993), this writer, for nostalgic reasons, stayed at the Beverly Hills Hotel and commuted to the show. For these same nostalgic reasons, the day Expo I headed Hollywood... simply to revive memories of a Christmas night in 1931, when our Tulane University football team had stayed in Pasadena. We were training for the Rose Bowl game and were given the day and evening off. So our All-American end Jerry Dalrymple and myself headed for the land of my dreams — Hollywood!

We were walking down Hollywood Blvd. when we spotted a crowd in front of Grauman's Chinese



Theater — the place where the handprints, footprints and signatures of the movie stars are immortalized in the cement pavement. Someone told us they were having the World Premier of MGM's new picture, "Hell Divers," starring Clark Gable, Cliff Edwards, and Dorothy Jordan, I had a little nerve, so I walked up to the Master of Ceremonies in front of the Theater and told him we were members of the Tulane team, and asked him if he could get us into the premier.

He not only gave us passes, but placed us right up by the microphone where he was introducing the stars as they were getting out of their limousines and walking toward the Chinese Theater entrance! Jim and I were introduced to each and every one of the big stars who entered, including Marlene Deitrich, Clark Gable, Dorothy Jordan, Marian Davies, Kay Frances, the Marx Brothers and many other famous personalities of the period. Being the world's number-one movie fan, I was in heaven!

But now we come "back to the future"...moving forward in time about 62 years, to the day before the 1993 AMOA Expo. Standing on Hollywood Blvd. once again, and recalling the incomparable showbiz glamour of the city's early days, I had to laugh at the utter hypocricy of the situation.

Some time ago, the City Council which governs Hollywood saw fit to ban all the game rooms, amusement arcades, and any and all coin-operated amusement devices from Hollywood Boulevard and the entire surrounding area. The excuse was that games "brought in a bad element." But looking around Hollywood Blvd. that day in the 1990s, I would have to say this without hesitation and in all truthfulness: games or no games, you couldn't possibly bring a worse element of people to Hollywood, than those who walk its streets today.

Populating the Boulevard today are more weirdos, misfits, freaks, both male and female, in various outlandish costumes than I have ever seen in my life (and I've been to many places). Yet there were no game rooms — not even a single flip-

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per game! Hollywood Blvd. today does include any number of all kinds of dubious stores and shops, especially motorcycle paraphernalia boutiques that sell black clothes, devices, chains, leather goods, etc. — to say nothing of the other stores selling merchandise you couldn't take home to mother!

A visit to this street at night (not recommended) will always afford a view of low-life characters, selling drugs or chances to indulge in other vices, and being busted by the L.A.P.D. Returning to your car, you'll find a 50/50 chance that it's been broken into.

Perhaps the city fathers are doing their best to clean up Hollywood. Blvd. and the City of Hollywood. Perhaps someday they will accomplish that task. Well, on the Boulevard of Broken Dreams, here is an unfulfilled dream that should come true. Perhaps someday, the city will permit beautiful, well-regulated, well-run game rooms and arcades The more things change, the more they stay the same? Sadly, it's not true. Here's the author on July 11, 1977, standing in front of the Chinese Theater on Hollywood Blvd., site of the movie stars' handprints and footprints in cement. (It's the exact same spot where Louis had stood many years before, on Dec. 25, 1931.) But in 1993, Louis made yet another visit to this world-class tourist attraction, and discovered that it's not the same Hollywood today as in the good old days.

with proper dress codes and wholesome rules and regulations!

Maybe it will take an Ira Bettelman (of the local distributor, C.A. Robinson & Co.) or some other enterprising distributor or operator to put it over. If they're looking for a location for a beautiful arcade, the world-famous Gruaman's Egyptian Theater would be wonderful It's boarded up these days — an eyesore. Although I must admit my first choice would be right next to the Chinese Theater, which (in spite of everything) is one of the biggest tourist attractions in Southern California. (By the way, another fit-

ting attraction for Hollywood Blvd. someday would be a Motion Picture History Museum filled with costumes, props, movie posters, sets, and wax figures from studio backlots, archives, and fans' collections around the world.)

On the same evening of Oct. 20, 1993, I had dinner at Musso & Frank's famous grill on the same boulevard. At this spot 62 years before, we had stopped for a sandwich...and as I walked out of the restaurant, heading for the parking lot. I remembered the well-known closing line from the documentary travelogue features that used to play along with the movies, back in the old days..."As the sun settled over Southern California, we reluctantly bid a fond farewell to Hollywood, the place that has such stuff as dreams are made on."

Hollywood is still a boulevard of dreams — broken or otherwise — but I'm sorry to say not so much as a single *Pac Man* can be found anywhere



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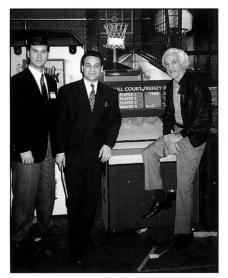
big crowd gathers for Carlstadt showing



Pinball/arcade maven Steve Epstein (I) joins Wms' Joe Dillion and Rachel Davies and Betson prexy Joe Cirillo by their bank of pinballs.



Jerry (Misty Automatic) Rispoli (I) joins SNK's Tom Keil and Betson's Ed Toro and Brian Kopf by the Neo-Geo system cabinet.



Full Court Frenzy II is the setting for this photo of ICE's Greg Kania, Betson's Joe Ingui and Homac Amusement's Horace Macconi.

etson Enterprises' showroom and warehouse at the big dealer's headquarters outlet in Carlstadt, NJ hosted "between 300 and 350" trade people to a most enjoyable and productive post-ACME gale March 23. Sales director Bob Boals said it was a great showing, with the bulk of the ordering going to redemption and also to Williams' new videos.

"We sold plenty of other products as well," he advised, "and happily passed out a ton of food and drink besides," Boals added. Taking their slice of the corned beef were a large contingent of factory paople in for the affair. Many of these out-of-towners were treated to a fine sitdown dinner that night at Segovia's Spanish Restaurant over in Moonachie.



By Strata's *Blood Storm:* Rosemary Tyska (Ziggie's), Chris Cirillo (Betson), John Cassiday (Strata).



Bob Boals (I) with Rowe's Jerry Gordon and C&G Vending's Gene Preschel holding grandson Zachary. There's a *Lady In Red* behind these three and a half guys.



Merit, makers of fine bartop video software, showed off a Betson. From left: Betson's Chuck Morton with Merit's Ron Hunt, Bob Dipipi and Dave Myers.

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REDEMPTION

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DAVE DOES DALLAS BIG TOP

pins and popcorn set SunBelt party theme

round 400 trade people "ran away to join the circus" Saturday, April 2. More accurately, the crowd drove or cabbed into SunBelt Amusement & Vending's suburban Dallas headquarters for a post-ACME open house and machine showing under the "big top" circus theme.

"Ringmaster" Dave Patterson and staff spread the balloons around the decorated warehouse and fed the operators and out-of-town factory folks popcorn, hot dogs and peanuts (circus fare) along with more traditional food and drink.

It was "the greatest show on earth" said SunBelt's Doug Valentino. "We had around sixty new machines on display and maybe twenty manufacturers personally present to explain it all," he advised. Was business written? "Yes, it was a good show for us," he responded.



Early Saturday, the SunBelt warehouse was dressed in circus garb and ready to receive the throng of customers.



Doug Valentino (I) and Mike Hill (r) flank honored guest Ron "Popeye" Jones of the Dallas Mavericks. The basketballer signed autographs for operators.



Namco salesman Dave Swafford with a SunBelt customer by the Godzilla Wars redemption piece.



SunBelt chief Dave Patterson and Wms' Lenore Sayers mow 'em down on Midway's new *Revolution X* machine gunner.



Atari's Mike Taylor looks like he's telling Dale Davis how your earnings sour with the *Showcase 33* cabinet. That's Phil Oldham at left.





AND NOW, REDEMPTION!

Betson Pacific post-ACME show stressed this hot game category

etson's manufacturing arm has been a leader in redemption for many years. But thanks to continued strong earnings for video on the West Coast, the powerful redemption trend has built more gradually in this part of the world than elsewhere. Make no mistake, however: redemption spells Big Bucks for the Golden State...and these days, Betson Pacific is putting a new emphasis on this category of equipment.

They started with their April 1 open house at the handsome new BP headquarters in Buena Park, Calif. According to John Ridgway, the dealer's sales & marketing maven for video and redemption, "We had a great turnout and orders were terrific." Guests feasted on Mexican cuisine and previewed new equipment with help from many visiting factory reps.

By the way, John's also editing a nifty new in-house publication called "The Betson Bullet." This newsletter ships to Betson Pacific customers and John says there will be lots of useful redemption tips in future issues. Meanwhile, here are some photos from the April 1 event!



Atari's Holly LaMontagne with T-Mek, their new sci-fi video.



From left, Betson GM John Lotz, HBI's Jeff Walker, Jaleco's Jolly Backer, BP's credit mgr. Irwin Knigin & Data East's Pete Gustafson.



QuickSilver's Kristin Montgomery with "serious game player" Kevin Beck.



Betson CFO Bob McClain (right) with Dynamo's Damon Paramore and their new card-themed game.



Ron Schanbel (Ron's Coin Machines) with Romstar's Tim Jackson who's showing his new redemption game.



With the snappy *Rescue 911* pinball is Premier's L.J. Greene and Quality Games' Bill Connaker.



Ryan Tanelo (Shakey's Pizza) with Bay-Tek's Lisa Basten and a roll-down themed for pizzerias.



J.C. Int'l. VP Freya Liu, at right, with Betson's Jessie Carreon and SNK's Mark Chan.



Dinosaurus Ent.'s Al Hassen, at left, with Taito's John Pipp & their new gun game.



Stylish Games' Jack Thomas with Namco's David Swafford and *Godzilla Wars*, a cute redemption unit.



Luke Hameweitt with Data East's Pete Gustafson and their *Tommy* pinball.







SOUTHWESTERN HOSPITALITY

Century Vending & Distributing puts together another great open house



Build them and they will come: The guests arrived in droves to check out the some of the very best in coin-op entertainment.

entury Vending and Distributing welcomed a steady stream of visitors to its all-day open house at the company's Gardena, Calif. headquarters Saturday, April 2. The turnout was terrific for the post-ACME event, as was evident by the continuously crowded show floor. On display were a number of proven titles along with some great new games. Serious buyers and the merely curious alike hobnobbed with factory reps from such companies as American Laser Games, Quicksilver, Lazer-Tron, Smart Industries, Exidy, National Sports Games, Skee-Ball and Premier. Along with the impressive display of product, guests were treated to informative seminars, tasty food and good times—thanks to the hard work and hospitality of Century's Jerry and Sue Monday, and their experienced staff.

Redemption was definitely king at this affair, although American Laser's interactive vidgames and Strata's *Bloodstorm* garnered a good share of interest. According to VP of Sales Mike Robinson, the games on display were a carefully chosen mix of established favorites (NSG's Super Shot Basketball) and recent ACME hits (Premier's Rescue 911 pinball). While it would be difficult to pick standouts from this well-thought-out line-up of equipment, the feedback was very positive for IVM's improved Jump n' Jam, Lazer-Tron's Ribbit Racin' and Century's own Round the Bend.

Overall, the word was very good for the state of the industry. Factory reps reported that orders were strong for their top pieces, and that the mood was generally upbeat. Smart's Larry Berke said things were going very well, although he feels that West Coast operators lag a little behind their eastern and midwestern counterparts in aggressive redemption marketing. If that's the case, then Century's scheduled seminars couldn't have come at a better time. Gene Cramm, VP of ShowBiz Pizza,

shared his thoughts on operating a successful family entertainment center, and was followed by ACE/ACME's Rorie Keller, who gave a presentation on effective redemption merchandising layouts.

The seminars kept in step with the general atmosphere of the entire event, which was relaxed, casual and very friendly. Showroom space near the front office was converted into a dining area/conference room, while outside, guests lined up for some authentic western-style barbecue with all the trimmings. In one corner, Sue Monday created a working redemption prize counter along with a lively and colorful display of hot new merchandise. Dan the Drawing Man was on hand again this year to sketch caricatures of anyone who asked, while Sue's daughter Shantelle hosted the show in her usual wacky attire. With the emphasis on fun, Century's open house was one bright corner on the coin-op block.



Under the hand-painted jukebox that adorns the outside wall of Century Vending & Distributing (I to r): Century's Bill Britton, Shantelle, Jerry & Sue Monday, and Mike Robinson.



Century's Mike Robinson and Premier's L.J. Greene next to her firm's Rescue 911 pingame, which was well-received by showgoers.



Top products representing virtually every sector of the industry could be tried out on Century's warehouse floor.



American Laser's Jim Jarocki (gray coat) goes over the features of his company's *Shootout at Old Tucson* with showgoers. American Laser also showed their newest game, *The Last Bounty Hunter*.



ShowBiz Pizza VP Gene Cramm and ACE/ACME's Western sales manager Rorie Keller were the guest speakers for the post-lunch seminars.



Who needs fast food? Century's open house featured a wonderfully aromatic Southwestern-style barbecue.



International Laser's Michael Barrett and Moloney's Adam Moloney battle it out on "neutral turf" (ICE's Super Kixx).



Exidy's Virginia Kauffman and National Sports Games' Greg Sullivan both brought crowd-pleasing games to the event.



MONDIAL PARTIES WITHIN DAYS OF ACME

Springfield open buoys solid biz month

ondial Distributing held their post-ACME machine showing at their Springfield headquarters March 22, only three days from the close of the national event in Rosemont! Many factory reps barely had time to go home to get a clean shirt before they were on the plane to Newark for one of the first of the local shindigs that followed this spring expo.

Mondial veep Irv Spinak said about a hundred operating companies from the Jersey/NYC territory drove to the showroom for their affair. An international smorgy of sorts, with Italian specialties and Swedish meatballs, fed the bodies while demonstrations of brand new



By Sega's lustrous *Daytona USA* sitdown (from left): Steve Dagnall, Ken Anderson, Mike Getlan (with son Isaac; Amusement Consultants) & John Hill.



Operator Bill Gagnon (Taylor Vending and ZZ Top?) flanked by Atari's Mike Taylor and Jimmy Newlander by their *Showcase 33* horizontal video cabinet.

equipment fed the business needs.

And orders were taken! Spinak actually said all of March was solid for the Mondial dealer network and that this party, plus others MDI hosted at other branches, added to an already lustrous month.



Todd MacDonald (Somerville, NY op) with Kaneko's Ralph Orlowski, Mondial's Walt Bittal and Kaneko's Richard Tanimura by *Blood Warrior*.



NSM's George Haydocy, VT's Alicia Lavay and operators Frank Calland and Jerry Rispoli by George's line of wall-mount and standup jukeboxes.





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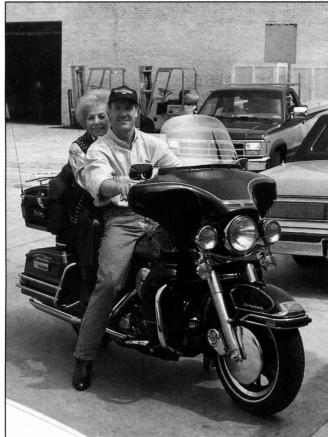
C.A. Robinson treats California operators to strong product showing

It may have been April Fool's Day, but when C.A. Robinson hosts a post-show open house, there's no foolin' around! Top notch product (many items brand-new from the ACME show) and an incredible spread of lunchables greeted SoCal operators when they attended the April 1 event.

The premiere distributorship likewise hosted their Northern California customers on March 30. Leah Bettelman said over 700 customers attended their San Francisco fete.

Always the perfect hosts, the Bettelman family treated their travelweary factory reps to a wonderful dinner at Primi in Los Angeles. The casual evening gave all an opportunity to socialize and relax with their counterparts from other trade firms. Here are some photos from the L.A. dinner party and show.









Top: The Bettelman family greets guests at the Primi dinner party... Leah, Ira, Matt, Sandy, Heath and Adrea. **Above left:** Ira Bettelman joins Capcom's Joe Morici (by the way, C.A. Robinson just got the Capcom line). **Above right:** Capcom's Brian Duke greets buddy and C.A. veep Hank Tronick. **Below:** While certainly not a very flattering photo, it sure is fun! Romstar's Tim Jackson, Sega's Tom Petit & Hank Tronick mug it up for the *RePlay* photographer. **At left:** Born to be wild! C.A. Robinson's Leah Bettelman has a blast on Tom Petit's Harley.





Sega's Daytona gets demo'd for the crowd by Ken Anderson. (C.A.'s Hank Tronick tells us he's trading in his BMW for a Daytona!)



Midway's Revolution X gun game gets a try by a SoCal operator. That's Williams/Bally-Midway's Lenore Sayers smiling big.



At the Atari *T-Mek* (sitdown gun game) display we find Atarians Mike Taylor and Elaine Shirley with Adrea and Sandy Bettelman.



Quicksilver's Kristen Montgomery shows her firm's neat *Big Top Fiddle Stix* to Jennie & Julie Manthey (their dad is Ken's Electronics).



Craig Perkins of Cybertek in L.A. stops by SNK's Neo•Geo to see what new game titles are available. Giving him the whole scoop is Tracy Tate.



Tina Van Delden with Tommy & Mommy (Jeanne "Fabtek" Ballouz) with Fabtek's *Super Mario World* skill game featuring the famous character.





At left, Namco's Frank Cosentino watching some of the younger attendees play his firm's new *Godzilla Wars* (available now). Above: Richard Tomei (brother of San Francisco mgr. James) with son Patrick, James' son Nathan and Exidy's Virginia Kauffman with her company's neat *Striker* bowler. Right: Kids try out Romstar's *Goofy Hoops* (by Gamestar).





GREATER SOUTHERN COOKIN'

Atlanta distributor cooks up some ribs & games at post-ACME open house

Southern. Baby-back ribs, that is." With that unbeatable tag line, the Atlanta distributors offered up some honey-dripping Southern cooking at their post-ACME open house. The event, held Friday evening (March 25), drew plenty of factory representatives and plenty of operators. "As usual, the food and libations were enjoyed by all, as were the many new games," the boys from Atlanta reported. GS proclaimed their party "most successful." Sure looks like everybody had a great time!



That's Romstar's Tim Jackson at right with GS's David Capilouto, Lazer- Tron's Susan Jesse, Skee Ball's Reggie Moultrie and Betson's Chuck Morton.



From left, GS's David Capilouto, WMS's Joe Dillon, Atari's Jim Newlander and GS's Rubin Piha.



Variety Dist.'s Chris Forsythe & Weyman Moon say Konami's Darren Decatorie believes in that old saying, "You get further with a smile and a gun, than with just a smile." Konami's got a new hit gun game.



Heritage Amusements' Reece Spencer with GS's Larry Brown & David Capilouto, WMS's Rachel Davies and GS's Gary Stowers

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ONE YEAR OLD

Betson Pittsburgh celebrates 1st anny during post-ACME show

ne candle was all it took to decorate Betson Pittsburgh's cake on Saturday, March 26, but 200 operators sang "happy birthday" as colorful balloons cascaded from the ceiling. The first anniversary of the Betson distributorship on West Carson St. in Pittsburgh was combined with a post-ACME equipment show for a heckuva good time.

Why red and black balloons? To complement the color scheme of Rowe's new music lineup, of course! More birthday fun was provided by "Hozbo" the clown, who showed up with "Hozbo Junior" to create some of their balloon sculptures for guests (these artists have a repertoire of 400 shapes and creations).

Over 250 of the balloons that were dropped from the warehouse rafters contained discount coupons for Williams products, courtesy of the company and sales rep Rachel Davies who was on hand for the event. (Credit for the balloon drop idea goes to asst. manager Lou Larson; GM Jim Wittler and the Betson crew handled the engineering.)



The balloons are falling...is this a national political convention? No, it's a celebration for Betson Pittsburgh which turned one year old on March 26.

From now on, when Betson Pittsburgh speaks of "the Bard," they don't mean Shakespeare — they mean Lou Larson. He thanked operators for their business during BP's first year with the recital of an original poem. Some 22 factory reps attended the festive event. BP music & game sales rep Bob Busche and vending sales rep Lee Ivory agreed that buyers showed plenty of interest in the new goods.



Big party, big turnout in Betson's warehouse!



Release that net, boys...and the balloons come floating down!



New owner of Zucco Music, Jim Tartal, and Guy Deluca stop by to check out Romstar's Goofy Hoops with Betson Pittsburgh GM Jimm Wittler and Romstar's Tim Jackson.



Bob Busche of Betson, at right, reviews Rowe's *Black Magic* 100 CD juke with Geno Mazza & John Hytla (Good Times Amusement).



20. Williams' Rachel Davies (with balloon fishing pole) shows off *Demolition Man* to Bill from R&R Vending.



Ron Fulton (R&R Vending) and Rick Benvin put Dynamo's new Solitaire through its paces.



Sign in, please! Larry & Karen Auman (Mid-State Amuse.) register for door prize drawing as Brian Kopf, Mary Joe Pospychala and Sandi Sorce of Betson look on.



Larry Auman (Mid-State Amuse.) talks *Galaxy Darts* with Betson's Lou Larson and Arachnid's Bob Mills.



Arachnid's Bob Mills demo's his winning style at the *Galaxy Dart* arena while Jeannette Vending's Frank Jopena (in hat) look on.



Denise & Fred Wood (Mid-State Amuse.) enjoy Namco's Shoot Away \it{II} . Betson claims Denise is a regular Annie Oakley who performs over-the-shoulder trick shots using a mirror.



Betson tech Steve Eckert explains WMS pin features to Dan Hosek (Pinball Perfection) and Dick Boehm (CRS Gameroom).



A pinball "summit meeting" convened on the show floor. From left: Dan Hosek (Pinball Perfection); Larry Ginsberg (Music Dist.); Mike Pacak (Fun-n-Games).



Brian McWilliams (Lou Georges Vending) is found "goofing off" by Romstar's *Goofy Hoops* with Betson's Lou Larson.



VERY REFINED VIKINGS

Colorado Game & Vending Exchange honors Norse explorer

Lirpa"? People from certain cold climates across the Atlantic Ocean claim he was a Viking and the first true discoverer of America (don't tell Native Americans that). Well, old Loof got spoofed during an April 8 post-ACME party at the Colorado Game & Vending Exchange. Rich Babich, president of the Denver distributorship, came dressed as the Norse navigator; Bev Babich was costumed as his Lady in Waiting; and VP Mike Babich impersonated the First Mate.

Employees came dressed as their favorite piece of equipment or vendable item. One gal was the "Lady in Red" in honor of the new Rowe jukebox; somebody else was a walking Coors can. Others dressed as a favorite personality (a gypsy, a magician, Mickey Mouse).

Hundreds of operators and their families and staffs joined factory reps and CGE folk; all enjoyed good food, plenty to drink, plus door prizes ranging from t-shirts to TV sets, clocks, cordless phones and gift certificates. ALG's Stan and Jim Jarocki showed some local policemen how to play ALG's new shooting game; Bally's Doug Sanderson chatted up his firm's gaming equipment; Rowe's Vaughn Williamson ran a music service school attended by more than 40 techs. Mary Giersbach (the dealer's own gaming technician/supervisor) briefed casino managers and techs on that equipment.

Information, education, food, friends, fun, silliness, sales, and service...what else could you want? Well, maybe a compass, a boat and some Dramamine for old Landlocked Loof!



Coupla Viking guys standing around talking: CGE's Rich Babich & Valley's Gary Connelly (at left); Fabtek's Frank Ballouz (center); and Arachnid's Lamar Forque (right).



Wine, women and song! From left, CGE's Rich Babich (in horns and furs) is serenaded by Romstar singing sensation Tim Jackson, as Games Plus's Tom Edwards & John Mason listen in. That's CGE's Mike Babich at right with silver wine flagon in hand...So much for wine and song, where are the women?



Okay, here are some women. From left, Madelyn Chapman with Rowe's Dave Hall, Amusement Vending's Myndel Pozner and CGE's Harry Popiel.



Vikings always spot sea monsters on their voyages...like this one from Kiddie Rides USA, seen with owner Joe DiMarsico at right. That's operator Herb Strehl (Columbine Coin) and his daughter at left.



Marauding Vikings? No, just coinbiz people Tim Jackson (Romstar), Brian Duke (Capcom) and Terry Unrein (NW Transport).



From left, Kiddie Rides USA's Joe DeMarsico; Capcom's Brian Duke; Skee- Ball's Reggie Moultrie, Lazer-Tron's Susan Jesse; and that famous Norsewoman, Bev Babich of CGE.

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- A Winning Design and a Quality Product







PEN STAND-UP GUYS

Phoenix hosts many ops & factory folks to Betson Pacific opener



(L-R) Betson CFO Bob McClain, C&T Amuse.'s Willie Tari, Betson branch manager Sal DeBruno, and C&T's Jerry Di Girolamo.



Betson's Lennie Olofson & John Reckas with Automatic Products' Mark Gilbert and some of their fine vending machines.



Many operators attended the Phoenix show, enjoying the games and the food, the door prizes and the trade talk.

rizona is the land of tall men and rugged terrain, where an operator's gotta work hard to keep the coins in his cash box and the dust out of his teeth. A man's best friend in these parts is his distributor...like the good guys at Betson Pacific.

The company's Sal DeBruno, Bob

McClain and staff hosted a whole passle of operators to their March 31 post-ACME open house. Betson rounded up a herd of nifty new games, lassoed some tasty buffet fixings, and (with the assistance of a posse of factory reps) put on a right nice show. Manufacturers represented at this

coin-op rodeo included Atari, Automatic Products, American Sammy, Arachnid, Capcom, Data East, Dynamo, Konami, Merit, Namco, Planet Earth, Premier, Romstar, Rowe, SNK, Sega, Smart Industries, Taito and Valley. Here are some photos of trade hombres at the successful event.



he redeeming value of redemption operations is being savored by over 80% of America's fun center operators these days. While the concept of ticket redemption goes back about 40 years (with cranes or "claws" almost twice that long), it was essentially an Atlantic coast attraction typified by the "boardwalk boutique" arcades. Today, tickets fly from an enormous variety of amusements...from the piers of San Francisco and Seattle to all points east.

Redemption machines are enjoying an unusual and lengthy love affair among the nation's game center operators, and there are many reasons apart from coin box collections behind it. For too long, the arcade was the domain of the male teenager and his buddies slamming joysticks on a bank of video games that frankly bewildered (and often intimidated) adults. Today's game rooms offering redemption machinery, however, create an appearance which, in combination with the prize merchandise display, say "this is a safe and wholesome place to take the family."

Without question, redemption has reopened the wonder of the game arcade to moms, pops and even grand-parents and other senior citizens who wouldn't dream of dropping a coin into a martial arts video but know how to toss a ball or roll a token. And, according to leaders in what many now like to call the "family entertainment center" business, redemption's present success is not a hiccup...it will be here forever!

The present flurry of interest in ticket redemption may make it appear to the minority of arcade operators who haven't yet given it their full attention as sort of a get rich quick dream come true. Hardly. This is not plugging *Ms. Pac-Man* into a wall socket in the early 80's and then headin' on down the road to do the same thing some place else.

Ticket redemption operating means work, takes lots of time, and, lots of money (part of which goes to prize inventory). It means being more "present" to game room players than ever, making sure little kids don't waste mom's money trying a grownup game they could never

win, exercising the patience of Job as that same kid dawdles for a half hour deciding which prize or candy bar he or she wants, and also prowling the floor to once again "cure" the ever-unpopular ticket jam.

It is a type of operating which joins an amusement device to a prize...kind of like combining the disciplines of game operating with vending. It puts game operators into the "merchandise retail" business is a very real sense, a skill all by itself. As Jim Waldorf of Myrtle Beach put it: "If you plan to stay on the cutting edge, you must have the hottest prizes (for players) to choose from."

Richard Smith of Maine's Wonderland Arcade put it quite succinctly: "Customer comments have evolved from 'there's nothing but junk for prizes' to 'it'll take forever to win a color TV.'" Yes, there are many saving those tickets up, and that's just fine because we all know where they'll have to come to win the rest.

Yes, as redemption popularity has risen, so have the number of companies offering the support merchandise. And with typical American ingenuity (and competitive spirit), they are providing the game centers with the most diverse array of goods yet seen for this niche market.

Frank Seninsky, one of the most "visible" operators to his brothers on the street and in the game room, sees redemption actually as the "future" of coin-op, sensing all sorts of exotic applications of the "have fun/win a prize" concept to come. But, he also says that redemption machines nowadays cannot stay put at one location forever, but need to be rotated like video and pinball, albeit at a slower rate.

Redemption means work, but it can bring out the passion. As operator (and redemption lover) Alice Parker of Johnny's Family Fun Center in Virginia declares: "Keeping the games up and full of tickets can be a full day's job. But, we're here to see everyone has a good time in a safe place."

The most passionate, redemption Kudo we received in the operator poll (inside this section) came from Tim Lehman of the Avalon Pier on the North Carolina coast. Redemption does have its detractors, but Tim's obviously not one of them. Writes Tim:

"When you talk about redemption, please capitalize the word. It deserves that much respect! I cannot believe it took us so long to take the plunge into the world of redemption (I say "plunge" because of the pool of quarters it generates). The games are simple, anyone can play them, and not only are you entertained, you can take home a prize. Now, that's a winning formula."

RePlay's staff, with the help of a lot of fine people in the game center segment of the business, have gathered together a host of articles and features keyed on redemption for this special section. We hope readers find it rewarding.



Ready for the young, and the young at heart. A portion of the ticket redemption lineup at the new Metropolis in San Diego.

FEATURES:

- * Easy to play
- * Ticket or capsule redemption options
- * Appeals to all ages

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The popular sci-fi monster is featured in an all new redemption game for kids of all ages. Players press the fire button to launch bombs into GODZILLA'S mouth. It' a real

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Skee-Ball has announced the latest addition to their family of games-Merlin's Mirror. This winner everytime children's Redemption Games features colorful castle theming complete with a cast of comical medieval characters. Players will marvel as the "magical" moving mirror makes them grow taller, then shorter, thinner, then fatter. Merlin's Mirror is ideal for very young players since it requires no skills and allows children to win tickets every time they play.



Now marketing their 85th year, this Pennsy

SKFF BALLING'S GROWING

FAMILY

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expanding
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and markets.

hen you hear the word "Skee-Ball," it probably conjures up fond memories of playing the time-honored alley games while visiting your favorite amusement park of boardwalk arcade. Listening to the nine wooden balls rattle and clunk into place, rolling them up the alley toward that elusive fifty point hole, and tearing off those precious tickets before heading for the prize counter. First introduced in 1909, few amusement games are as well know, or as well loved as *Skee-Ball*.

What you may not know however, is that today *Skee-Ball* means much more than just alleys. While the *Skee-Ball* alley is still the company's mainstay, over the last few years Skee-Ball, Inc. has expanded its product line to include nearly a dozen different redemption games, sever-

al group race games and a wide variety of custom midway game fixtures.

BEYOND ALLEY GAMES

Skee-Ball's most dramatic corporate growth began with its purchase by present owner Joseph Sladek in 1985. Sladek's first step after obtaining ownership was to upgrade the Skee-Ball alley to take advantage of existing technology, ensure continued quality and maintain competitive market pricing. After solidifying the company's foundation, he began an aggressive campaign to increase Skee-Ball, Inc.'s product offering by introducing games such as Skee-Toss, B.C., Barnyard Babies and Tic Tac Toe. The resulting corporate growth necessitated the relocation of Skee-Ball's headquarters from



Skee-Ball has introduced a new product which can be added to existing Model "S" Skee-Ball Alleys. The Skee-Ball Progressive Jackpot is designed to increase playing excitement and profits! A colorful jackpot display keeps track of the extra tickets which players can win if they achieve the "jackpot score" determined by the operator. The jackpot, linked to as many as twelve alleys, increases in value every time players insert a coin into any Skee-Ball player station. The jackpot continues to grow until someone wins!

its longtime Lansdale, Pa. home to a new larger facility in nearby Chalfont, Pa., in 1992. Sladek'ss drive toward expansion ultimately led to the acquisition of the Michigan-based game manufacturer and consulting firm, Vari-Tech International.

The merger with Vari-Tech, described by Sladek as "an excellent marriage," opened an exciting new chapter in the history of the company. Skee-Ball went from a coin-op only manufacturer, to a full service games supplier capable of handling large scale redemption and midway game development projects. Incorporated into the Skee-Ball coin-op line were former Vari-Tech products such as Circus Hi Rise, B.C. Bash, Danger Mine and the group race game Killer Beez.

NEW FACES/NEW PLACES

The expanding product line required the addition of new personnel and increased production capabilities. One of Vari-Tech's greatest assets was its qualified team of industry trained professionals. Former Vari-Tech general manager Mark Kane, now vice president of Skee-Ball, and sales managers Reggie Moultrie, Tom Kane and Jeff Hudson are all veterans of the amusement industry, having managed game operations at major U.s. amusement parks prior to joining Vari-Tech. During their tenure with Vari-Tech, they served as management consultants to companies around the globe, assisting with game development projects for such notable clients as Disneyland, Universal Studios and Fiesta Texas. Other key members of the Vari-Tech team, including Bill Bing, Kelly Kane, Todd Hennink, Holly Schillim and Scott Smith, have also joined the Skee-Ball staff and have relocated to eastern Pennsylvania.

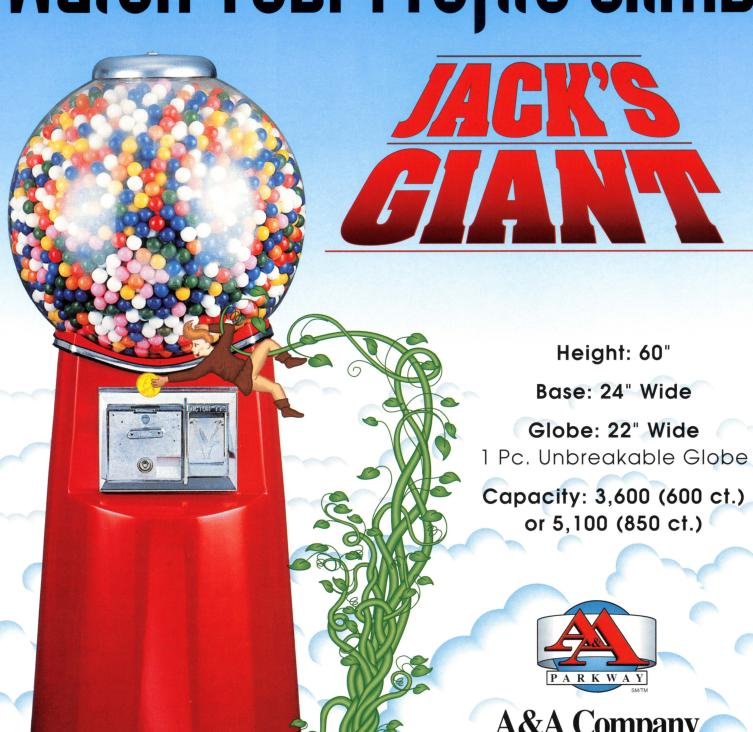
In addition, during the last year, Skee-Ball, Inc. has added more than 30 production personnel and created many key management positions. Among the new faces are Robert Bieber, production manager; Ernest Patten, controller, Brenda Dunkelberger, marketing manager; Chris Lewis and Lisa Hoch, product development engineers; Mario Ignacio, technical services manager; Cathy Lengele, quality control supervisor; Mark Young, sales representative; Jerry Hannigan and Rick Dziak, purchasing.

In mid-1993, new need for additional production related facilities prompted the opening of a new manufacturing plant and the recent construction of additional offices at Skee-Ball's Chalfont headquarters. This brings the total number of Skee-Ball, Inc. locations to three--Skee-Ball's main plant which manufactures Skee-Ball alleys; the specialty products division, which builds the company's specialty coin-op games and its newest facility, the midway and group race game plant.. "Despite these recent additions bringing our total facility square footage to over 60,000 square feet, our opportunities for significant future growth are limited," remarks Skee-Ball vice president, Mark Kane. "As a result, we are continually reviewing our production processes and facility utilizations for opportunities to streamline our business. I would not be surprised to see us materially expanding our physical plant in the very near future.'

STATE OF THE ART

Seeing the need to maintain quality and to attain efficiencies in the ever-increasing demand upon its manufacturing facilities, Skee-Ball has added computerized, state of the art manufacturing equipment to assist in game cabinetry construction. A Rover 464 Biesse CNC router and a Z-32 SCMI computerized panel saw were put on line at the Chalfont facility in mid-1993, and the benefits were quickly realized. "The new equipment has more than doubled our pro-

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There are now two new options available for existing and new *Tic Tac Toe* games. A double-ticket Bonus Round and a Progressive Jackpot feature have been added to increase playing excitement and revenues! During the first round of play, layers roll their balls into the playing field in an attempt to fill all nine holes before time expires. If successful, I players enter a Bonus Round and win double the number of tickets by completing the flashing tic tac toe patterns. The Progressive Jackpot allows contestants to win additional tickets by successfully completing the bonus round challenge. A colorful jackpot sign displays the number of extra tickets which can be won. The jackpot increases in value each time a coin is inserted into one of the *Tic Tac Toe* player stations and continues to grow until someone wins!

duction capabilities while creating a safer working environment for our employees," remarks general manager Pat Talmadge. "It has allowed us to both increase quality and obtain the optimum yield from our raw materials."

In addition to new manufacturing equipment, Skee-Ball also purchased a network of office based computers in order to bring on line a new accounting system, add Computer Aided Design capabilities and desk top publishing. The conversion to new technology in the office has also increased quality and productivity. Technical drawings of game componentry are new done through computer aided drafting, which "allows us to design the increased precision by tying our actual production equipment into our computerized drafting board," notes Chris Lewis, product

development engineer.

FORGING AHEAD

Despite the tremendous expansion already achieved, don't think that Skee-Ball will be slowing its pace. In fact, the commitment to new product development is stronger than ever. Sladek remarks, "We are continually researching and evaluating new game ideas. We have expanded our product development effort. Our company goal is to introduce a new game at each major trade show."

THE IMPORTANCE OF THE DISTRIBUTOR NETWORK

While the acquisition of Vari-Tech International gave Skee-Ball its first dedicated sales staff, Sladek stresses the importance of distributors to overall sales of his products. "Historically, Skee-Ball has gone to great lengths to develop the best distributor network possible. Our commitment is to continue to fully support our distributors both through supplying quality products and developing further business opportunities," he said.

MANAGEMENT AND CONSULTING SERVICES

Skee-Ball continues to offer the types of management consulting services for which Vari-Tech International was internationally renowned; however, the motivation underlying these types of services has changed slightly. If requested, Skee-Ball is capable of assisting clients with game equipment selection, layout and design of the games area, installation and set-up, operational guidelines, employee training manuals and even temporary on-site management support. Domestically, Skee-Ball's goal is to use these services to support its distributor network, by assisting in project design but referring the actual sales to local distributors. Internationally, these services have allowed Skee-Ball to penetrate new markets. particularly in the Far East and Europe. By helping to establish successful game operations through management consulting programs, new inroads have been established for equipment sales. Some of its recent projects have included the U.K.'s





Skee-Ball president Joe Sladek (right) and vice president, Mark Kane confer over a morning cup of coffee.



"Skee-Ball Veterans": Employees with more than 15 years of dedicated service. From left to right are Walt Clower, Gerald Schafer, Tom Baker, Sam Clower, Barry Scholl, Irv Abbott, Alec Sprouse, Joe Clower, Milton Mininger and Fred Dyer (not pictured).



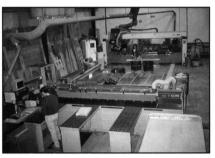
Sales manager Reggie Moultrie in conference with rising young sales representatives Mark Young and Todd Hennink.



New faces: the newest members of the Skee-Ball family. From left to right are Rick Dziak (purchasing), Lisa Hoch (CAD operator), Chris Lewis (product development engineer), Bob Bieber (production manager), Ernest Patten (controller), Jerry Hannigan (purchasing), Cathy Lengele (quality control), and Mario Ignacio (technical services manager).



Accounting at its best! From left to right are Kathy Bitner, Ernie Patten, Denise Gehman, and Ronda Rogers.



State of the art: The latest in computerized manufacturing equipment helps Skee-Ball, Inc. to increase production capacities and ensure quality.



Skee-Ball, Inc.'s newest manufacturing facility in Telford, Pa. dedicated to the production of group race games and custom midway game fixtures.



Employees playing Skee-Ball's latest group race game, *Tic Tac N' Roll*, as technicians apply the finishing touches.



Production technicians completing *Skee-Ball* alley runway assembly at the Chalfont manufacturing site.

Blackpool Pleasure Beach and Thorpe Park, Mexico's Reino Aventura, and Hong Kongs Ocean Park.

THE INTERNATIONAL MARKETPLACE

While management consulting services allow Skee-Ball to establish new markets on a project by project basis, the company is actively seeking to expand its international distribution network. Internally, Skee-Ball continues to direct sales managers toward the very active Pacific Rim region and the growing European and Middle Eastern fronts. A vigorous search is on for distributors capable of more thoroughly covering these regions. A well-established distributor network already exists in Mexico, and Skee-Ball is also closely watch-

ing the developing markets of South America and Eastern Europe.

FOCUSING ON THE FUTURE

So what is in store for a company whose product line, staff size and manufacturing space has more than doubled in the last two years? Vice president Mark Kane defines Skee-Ball's "growth objectives" as:

International Growth: new market development outside domestic boundaries. This was a key reason for obtaining the Vari-Tech sales force. Joe Sladek felt the new sales team could establish a presence in ripe foreign territories and help develop the merging markets.

Maintaining existing market share with their basic product line and

through enhanced support of their distributor network.

Obtaining cross-market penetration and growth through aggressive new product development.

"Skee-Ball's corporate mission," Joseph Sladek adds, "is to continue to supply to the amusement industry quality games that will withstand the test of time. We are committed to maintaining the quality of our existing games and introducing exciting new games which will thrill players everywhere."

With and 85-year history of "thrilling players everywhere," Skee-Ball, Inc. and its growing corporate family seems perfectly positioned to accomplish all of its goals and more!

Skee-Ball, Inc. is located at 121 Liberty Lane, Chalfont, PA 18914. Phone is 215/997-8900.

STEP RIGHT UP AND PLAY





As the calliope music plays and the Circus Barker calls to the player, **Coin Circus** adds a new dimension to coin drop redemption games!

Coin Circus revolves around a circus theme, where a bright, colorful, 3-dimensional clown is the center of attention in an attractive mirror lined cabinet. He holds four arms which rotate around in a circle and move up and down. Each arm represents a different ticket value which are set at different difficulty levels. This is the most unique coin drop game in the industry!

As the drum roll plays, the players can test their skill as they drop a coin or token and try to have the arms "catch" the coin. Miss the shot, and the coin drops into a Bonus Wagon. The clown laughs and taunts the player to try again. Make the shot and light up the first of a bank of lights on the Bonus Wagon! This adds a whole new dimension to the game! Now, not only can the players continue to test their skill, but they have 60 seconds to make another shot! If any player successfully makes 5 shots, the Bonus Wagon lets down a cascade of coins similar to the effect of a coin pusher paying out a jackpot! The jackpot is paid out in bonus tickets.

Coin Circus is completely operator adjustable for both bonus pay-out and individual arm ticket values. Its compact cabinet makes it fit in any location and can be set for no ticket operation for those locations that do not operate redemption! Coin Circus is more than just a redemption game!

Game Features:

- Cabinet quality built with tongue and groove construction.
- Metal Ticket Door and Deltronics ticket dispenser.
- . Ticket Reset button on ticket door.

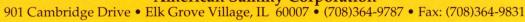
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- New Audit System with six digit board in Coin Door.
- Additional score units included to customize arm ticket pay-out.
- Leg Levelers and recessed wheels for easy installation.
- Shipped with either a .984 Token or Quarter Coin Mech.
- All U.S. made components.

Game Specs: 30" W x 50.5" D x 52" H Weight: 350 lbs.

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"This REDEMPTION CENTER would bring redemption into places it has never been before, such as, Bowling Alleys and Truck Stops."

-Frank Seninsky, ALPHA OMEGA

"I am glad Smart Industries had the foresight to build a machine that arcades have been needing for years." "We are looking forward to purchasing several machines for ourselves." - ENCHANTED CASTLE

"Since this machine can be adapted to individual needs, large chains and arcades will have the opportunity to speed up customer service and have control of tickets and inventory." "The machine does not take coffee breaks, call in sick or complain, and for these reasons, it should pay for itself in less than one year."



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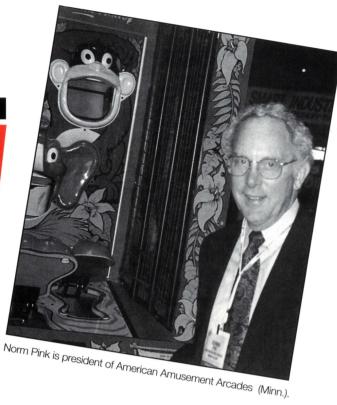
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N O R M P I N K

INTERVIEW



PERCEIVED VALUE

Norm Pink explains his successful approach to redemption: solid marketing and constantly changing games and prizes

f there is a "professional's professional" in the field of redemption operating, it's Norm Pink. Top operators from around the U.S. pay homage to his expertise and incredible depth of knowledge...so we thought Norm would be an ideal interview subject for our Redemption Special. In concert with several important partners (see the accompanying profile), Norm operates American Amusement Arcades, headquartered in Minneapolis.

Some of their 24 Midwestern arcades are as large as 30,000 sq. ft. — but whether the site is big or small, redemption is a vital part of the AAA operation.

Norm was president of AMOA in 1980-81 when the trade's biggest challenges were legal restrictions on arcades and the influx of gray-area games. He was also a co-founder of MOMA (Minnesota Operators Music & Amusements) and served as its second president.

REPLAY: Norm, how important is redemption to you at American Amusement Arcades?

NORM: Redemption is an absolutely necessary part of our arcade operation... for several reasons. Today it's the hook that brings customers in. So many video games available for arcade customers are also available at the same time, or nearly so, on their home computers and home cartridge sets. Without the competitive edge of a unique product or lead time on a video title, we need some other attraction. Redemption is a marvelous way to give customers



perceived value for their money, plus a chance to acquire a tangible piece of merchandise.

REPLAY: Is redemption your most profitable category of equipment?

NORM: No, video is still the most profitable. Dollars earned by video games go straight to the bottom line, with relatively few expenses. Redemption games cost more to maintain because they're physically more wearing and you've got a product cost that video does not have. Maintaining the same level of gross in-

come with redemption, that you had before redemption, means your bottom line is eroded because of these new costs. However, our bottom line is up because redemption

draws more customers, so it's well worth it!

REPLAY: Do you assign a standard percentage of floor space per store for redemption?

NORM: No. The amount of space we devote to redemption in each arcade depends on the total size, location and type of store. Our smaller, shopping mall arcades have older customers — preteens and teenagers — and so we use somewhat less redemption equipment. In our very large Circus Pizza sites, which have restaurants and games, the customer demographics are different. We do over 300 birthday parties per week across all seven of our Circus Pizza locations, with an average age of seven. These locations are family-oriented and so we have more redemption games for the younger players and their parents. Besides,

orm Pink's coin-op career began in 1947, when he was still in high school. He started working for his cousins Amos and Dan Heilicher on their Minneapolis route (Advanced Music Co.), cleaning machines and doing chores around the shop. He continued the work during summers between college semesters. "I had no intention of getting into this business because I was in the University of Minnesota dental school for almost two years," Norm recalled. "Then they said I couldn't

carve a tooth that would fit into an elephant's mouth."

Norm took his degrees in psychology and chemistry while serving in the National Guard during the Korean War. Upon graduation, he returned to work full time for Advanced Music in 1955. While his cousins built a nationally recognized record distribution organization, Norm ran the route, simultaneously building a route

of auto photo booths in major stores (Kresge's, Woolworth, etc.) throughout the five-state area. In the process he got to meet lots of future corporate big shots, working with them to create cooperative merchandising and advertising campaigns.

When America's first indoor shopping center (Southdale) opened in the early '60s, an initial photo booth placement by Norm gradually grew into the world's first shopping mall arcade. (Jules Millman visited and later patterned his Aladdin's Castle stores after this site.) As additional shopping centers opened in the Twin Cities, Advanced

Music installed more arcades. "Almost every one was a fight to open because of local restrictions," Norm said. "It could take six months to get licensed."

At first their only ticket-vending games were *Skee-Balls*, but Norm's arcades always included small prizes. As more redemption games hit the market, they expanded their prize selection — although many communities had banned arcades, and many others banned ticket redemption. AMC expanded the market by pointing to favorable federal rulings that skill games were amusement games, not gambling pieces, and that prizes could be awarded for games of skill much like the purse in a golf tournament.

In 1987, Advanced Music merged with Twin City Novelty (a friendly competitor) to form American Amusement Arcades. "We had jointly owned some out of town arcades and their success convinced us to stop competing on the street," Norm said. Today AAA operates 24 arcades in Minnesota, North and South Dakota, Northern Michigan, and Wisconsin. Most (17) of these are mall arcades of 1,200 sq. ft. and up, called Piccadilly Circus; they have video, pins and redemption. Seven of the stores (called Circus Pizza) are much larger, ranging up to 30,000 sq. ft. with full restaurants, bumper cars, animated robot shows, softplay areas, kiddie rides, redemption, and over 100 games each.

Norm works closely with Gene Winstead, who runs AAA's street route and its "contract arcades" division (which operates coin-op games in the Mall of America, the airport, amusement parks, the state fair, Chicago's Baha Beach Club, etc.). Also on board from Twin Cities are David Lieberman, Steve Lieberman, and Harold Okino. "We've been friends since grade school days and we were competitors for decades," Norm smiled. "Now we're friends and partners. It's been a wonderful relationship."





Development Co., Inc.



in those locations we have more room for the games and prize counters!

REPLAY: You mentioned birthday parties; how else do you market your arcades?

NORM: We have advertised on the local Fox network TV station for five years. We have our own TV commercials which are produced by an advertising agency and by the TV station. We started the Fox Birthday Club where kids can send their name to the TV station or sign

up in our stores. Our mailing list now includes over 150,000 names. Kids get magazines from Fox four times a year. On their birthday, they get birthday cards, a coupon for a free ice cream sundae, and free tokens. We also run monthly ads on the back cover of a free monthly shopper's magazine that Fox contracts for.

REPLAY: You work with local schools a great deal, right?

NORM: Yes. All of our stores have a "Good Grades Program" that rewards kids with free tokens for A's and B's. We've been doing that for at least 10 years, and one Northern Minnesota community actually buses kids into the next big town where we have an arcade, just so they can redeem their report cards for free tokens! Another schoolbased promotion is lunch with school teachers and principals, who bring four of their students. We give them lunch, tokens and a treat at no cost to the school. It's been very





Red neon signage and glass bricks in frosted blue tones create an inviting entrance to Picadilly Circus, a typical mall arcade in AAA's chain. This one's located in the Ridgedale Mall, Minneapolis.

successful because it gives schools a fun way to reward kids for their success.

REPLAY: Good community relations seem to be very important to American Amusement Arcades.

NORM: We had to put an emphasis on it because it was so hard for us to get started in this area, years ago. Amusement centers were originally thought of as "dens of iniquity." So we work hard to develop those ties. We have 1,500 graduates of D.A.R.E. (Drug Abuse Resistance Education) coming to our Brooklyn Park store on April 22. The attorney general of Minnesota is chairman of the group's advisory board and the mayor of St. Paul is on the board. And I'm also on the board! We donate the proceeds from all pop sales the first Monday of every month to D.A.R.E. Our Circus Pizza stores have been smoke-free for over two years, even though our other operations including cigarette vending.

REPLAY: Coin-op is just one of many markets in Minnesota which have felt a major impact from legal casino gambling on Indian reservations. Does redemption play a useful part in helping the industry compete with that?

NORM: Yes. Players like to be rewarded for playing games, and gambling fever has become a way of life in America today: play to win! This has resulted in everything from state lotteries to McDonald's scratch-off promotion games. In our state, Indian gaming is very big business and 87% of the citizens say they have gambled. Redemption is a good, competitive outlet which rewards prizes for playing games, yet it has the advantage of being skill-oriented.



The heart of any redemption center is the prize counter, and this one's an eye-pleaser thanks to plenty of neon, bright cheerful colors, neat arrangement of handsome prizes in the counter, and oversized plush on the wall (from AAA's Piccadilly Circus in Columbia Mall, Grand Forks, N.D.). The merchandise is changed frequently.

REPLAY: Let's talk about the merchandising aspect of redemption for a moment. One redemption manufacturer has said the proper choice of merchandise is even more important than the selection of games themselves. Do you agree?

NORM: Good games and good prizes are equally important. Players won't play if the prizes are enticing, but they can't win a satisfying number of tickets. On the other hand, if you have exciting \$5,000 games but uninteresting "slum" prizes, players won't play in that case either. It's like having the proper match of amplifier and speakers for a jukebox: you must have both. Each element is needed to make the other work.

REPLAY: What's your approach to merchandise purchasing?

NORM: We have 7,000 sq. ft. of merchandise in our warehouse and we make our own pre-packs. We buy from many suppliers all over the country. We may buy die-cast toy cars from one supplier and plush from four or five others, so we have a good mix. Licensed merchandise is becoming a big factor. I firmly believe customers are aware of licensed products and perceive it as a good value.

REPLAY: Why are redemption experts always talking about "perceived value"?

NORM: Because perceived value has to be there! From day one, we would never put a prize into our redemption counter that's not obtainable by our customers. We have never put up big-ticket items like \$1,000 TV sets. Whatever prizes we show in our redemption counter, are prizes our customers can win by accumulating tickets over a month's period — three months at most. But now we're starting to rethink this approach because larger prizes are becoming acceptable and people are asking for them. Today I don't think any city council or attorney would rule against it; it's just a fait accompli.

REPLAY: How do you regulate the prize values which you offer?



AAA's larger stores are called Circus Pizza and feature food counters like this one. Restaurants help build family traffic.

NORM: Each week our office prints a 20-page prize list for our stores. Each store orders its own merchandise; we don't allocate merchandise to them because they know their customers and what those customers want. So a store in one town may not order the same merchandise as another. I might walk into one store and find a whole prize counter filled with sports-themed merchandise because that's what people in that area want. One of our stores whose customer base is largely Hispanic will order more jewelry items than a store with a blue-collar customer base.

REPLAY: Redemption has been called "entertainment shopping" because you're really competing with retail



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Night view of AAA's newest store: the Circus Pizza arcade in Edina, Minn. It's a two-story building, but the kids' softplay climbing unit reaches from the ground floor all the way up to the third-story cupola on the roof. A very creative way to exploit the unique architecture.

stores to move hot merchandise. Do you make a point of pricing your merchandise competitively with regular retail stores?

NORM: Very much so, and that's another part of "perceived value." Two of the largest close-out houses in the country, Jacob's Trading and Universal International, are located in the Minneapolis-St. Paul area. We visit them often and are able to get some fabulous values.

REPLAY: For example?

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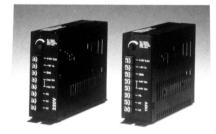
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Behind the "Play Pay" station you can see that towering softplay unit soaring 38' feet high into the cuppola of the Circus Pizza arcade in Edina. Notice the ring of spotlights on the roof, too.

NORM: Recently Wilson baseballs changed the colors of their stitching and we were able to obtain last year's version, brand-new and in perfect condition, for a fraction of their wholesale price. Something similar happened with a quantity of Spaulding basketballs. We were able to put all these goods into our prize counters for a fraction of what you'd pay in a retail store. To draw customers, we pass that savings on for everything — electronic goods, top-quality baseball caps with official logos — in whatever quantity we can get.

REPLAY: Okay, now let's talk about equipment buying. Many redemption games are based on "classic" game-play ideas. How important is it to offer new redemption games?

NORM: You must offer new product. The good thing about that is that the equipment basically doesn't go out of style. Redemption games don't lose their interest to customers as quickly as some video games do. New kinds of skill challenges make a difference, and so do more lights and sound. Of course, many of the best of today's games are just electronic versions of older, electromechanical games but it still helps increase customer appeal when these classic themes are freshened up with lots of electronic bells and whistles.



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REPLAY: Are you satisfied with the imagination and creativity of redemption games available today?

NORM: Oh, yes. In fact I think some exceptionally fine games have come out lately. For example, the people at Lazer-Tron are very creative and innovative; they have done a great job of bringing new concepts to the market. Coin Concepts has provided some very creative new twists on timeless ideas, and so have Quick-Silver and National Sports Games. I could name many others.

REPLAY: How do you choose among many competing models of similar equipment?

NORM: We're associated with Lieberman Music Co., which allows us to try just about every manufacturer's version of a product. Each one has its own features. We test them all and rotate them among our various arcades. This constant rotation gives the store a new look, even if you're only swapping a Betson crane for a Doyle crane. We're constantly rearranging equipment and giving our arcades a fresh appearance to increase the traffic flow. The main constants are that our prize counters are always prominent, and we try to keep the redemption games nearby.

REPLAY: How do you decide about ticket percentaging for various games? Does each store manager make the adjustment?





The redemption counter at the Circus Pizza arcade in Edina, Minn.

NORM: No, we dictate that from the head office. We look at the game and decide what the customer is getting for his token. Again, you must give the customer value. On a *Skee-Ball* alley, the player gets nine balls and the fun of the gameplay is what it's all about, so the payout percentage is less. On a fast game like *Wheel 'M' In*, ticket payout is the main attraction, so we set the payout levels higher.

REPLAY: Are there any categories of redemption game that you can absolutely bank on to make money in any location?

NORM: I would say any game where the customer can take physical control of the score, and improve his score by improving his skill, seems to be successful. Hammer games and ball-tossing games are good examples. If the game challenges the customer in a fun way, they'll come back and play it again.

REPLAY: Are there any redemption game categories that you automatically stay away from?

NORM: We stay away from any redemption game that may cause the authorities to question whether there's any element of skill. For instance, there are some pusher games we're afraid to operate because there's no skill, or very little skill, involved in playing them. We can't use any game

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An animated robot show on three stages keeps the kiddies entertained (Circus Pizza arcade, Edina).



Dazzling neon stars, angles and squiggles in blue, green and red add to the excitement of the layout at Circus Pizza in the Maplewood Mall (St. Paul, Minnesota).

with a video screen and playing-card graphics. Any kind of line-up game is out, or any random-action ball-popper with playing-card graphics. The exception might be a Seidel or Bay-Tek game where you roll the ball down a playfield to light up card symbols on the backboard; this obviously requires skill. Now, you might question whether a token-rolling game involves skill, but at least on the better units you can direct the coin where you want it to go. Sometimes it's a very fine line, but if there's any question we don't buy it...and we haven't had any problems.

REPLAY: Do you operate any very large equipment like batting or pitching cages?

NORM: Not yet, but we're very seriously looking at batting cages for a place we're going to remodel. We did operate indoor miniature golf many years ago but when interest dropped off later, we replaced it with smaller and more popular games.

REPLAY: Redemption equipment has the reputation for needing constant service. Is that your experience?

NORM: Yes, mostly because ticket dispensers tend to jam, especially if customers don't tear tickets straight, or try to get extra tickets, or push tickets back in. Also, any time you hit a moving target with a mallet, or have a constantly moving belt, things will break and wear out. It's simply the

nature of mechanical devices. We've been spoiled with video games that have very few moving parts.

REPLAY: Is there any way to cut down on those maintenance demands?

NORM: Yes, we've come up with some in-house adaptations to strengthen certain games. The other way is to be careful about which factory's products you choose. However, let me say that redemption manufacturers as a whole have been very responsive to my comments and suggestions, and also have been helpful when we had problems. Again, Lazer-Tron is a standout here. Too few manufacturers listen to the street; they are an exception. QuickSilver is another very attentive company; and Coin Concepts... again, I could mention many examples. I wish manufacturers of other types of products would learn from this!

REPLAY: Your operation is fully computerized. What kinds of management tasks is the computer especially helpful on?

NORM: That's a big subject. We're about to change over from our large, 15-year-old mainframe computer to desktop personal computers. We can't access data as easily now as we soon will. But with that in mind, our most helpful tools are per-machine earnings records; inventory of machine locations; and how long they've been there. I'm not so concerned about depreciation and lifetime earnings as maximizing income per machine, proper rotation, and ensuring proper payout percentage.

REPLAY: What do you wish you could do on the computer, that you don't do now?

NORM: Currently we have to hand-enter "ticket value per token" data in our collection reports. The number of tickets vended per token on any individual game is a very important factor for redemption, just like the adjustments of free replays on a pinball. Our new systems will do that automatically. We're looking at a system now that will allow managers to enter coin or ticket meter readings directly into the computer, using a hand-held data collection device. We will also be able to tie in the prize inventories of each store, with our warehouse inventory.

REPLAY: What's the biggest headache with handling tickets?

NORM: Today in a large arcade, customers are winning hundreds of tickets. We used to count them by hand; today we can't afford to take the time to do that in our largest, busiest arcades. Instead, we weigh them with electronic scales which sit right on our prize counters! There's a small chance of error, of course, but we've got to dispose of those tickets quickly. Deltronics makes a combination ticket counter-shredder, and that may be fine for a smaller location. But in our largest places we can't allow a line of ten people to build up as we wait for that to be done.

REPLAY: You have always operated your arcades on tokens, but are you looking at debit card technology?

NORM: Yes, we are. We actually started investigating this type of technology seven years ago. At that time, we tested

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a wireless unit that would take a debit card, then feed data into the office computer. It was too expensive. For the last couple of years, we have been experimenting with debit cards in a mall arcade in Hibbing, Minn. This system is just about perfected: we can dial the arcade or they call us, and we get all the information we want...like tickets per coin, time machines were turned on or off, downtime for service, and all the information per player you could conceive of for the entire player base. As soon as it's perfected we'll probably expand the use of this system to some of our other stores, assuming

we can get costs down.

REPLAY: Is it true that high overhead means redemption works best for large operators? Or can small operators be equally successful?

NORM: I think anybody who has an amusement arcade should have redemption games and merchandise. Where to get the merchandise isn't a problem any more, because there are plenty of wholesalers and jobbers who sell good merchandise in small lots. Today, suppliers not only print catalogs with prices, but also with suggested ticket values. Page 12 may have three-ticket items, and page 15 might have 10-ticket items. So suppliers are making it easy to get into redemption. I think one challenge is for operators who don't have arcades to put redemption into bars and bowling alleys. It can be done, but you must have the coopera-

American Amusement Arcades mails promotional flyers to 900,000 customers each month. This month's version brings discount coupons and a free gift offer. Notice that AAA takes credit cards!

tion of the location owner!

REPLAY: What do new redemption operators most need to understand about this kind of business?

NORM: My first suggestion would be to make certain that you give the customer value for his ticket — either real value or perceived value. This is even more important in a shopping mall, for example, where you have large repeat business. Keep your inventory fresh. Don't just buy high-bouncing balls; change the merchandise slightly so one month you've got clear balls, the next time frosted, the next time sparkled.

REPLAY: Are you still learning new things about redemption?

NORM: Absolutely! Last year and this year, for example, I've learned how important licensed merchandise is. It costs us a little more, but we charge a little more and it's definitely created an increase in sales. A soft vinyl baseball may cost 25 cents more with a licensed baseball team logo on it. But the customer will happily pay the extra tickets needed, because he recognizes the logo.

REPLAY: So the actual dollars-and-cents value of those items is high for your company, and the "perceived value" to the customer is even higher! That's where redemption makes its profits, we gather. Looking to the future, redemption has been a permanent fixture on the New

Jersey shore for decades; do you believe it could last equally long in your part of the world?

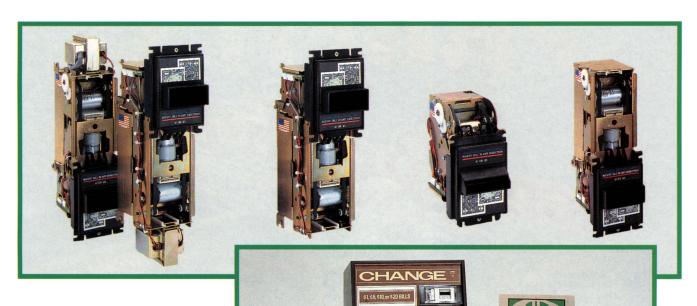
NORM: We originally kept a much lower profile for redemption in the Midwest than they did in New Jersey, because of the legal uncertainty. But today with the "play to win" mentality of our culture, we're more open about it. Like all things, redemption has cycles. Our traditional plush sales have dropped slightly in favor of more innovative merchandise. How long can redemption itself last? Well, we haven't seen a saturation point yet, but you can have too much of a good thing sometimes. My concern is that all the manufacturers may jump on the redemption bandwagon and lose sight of pinball and video. An arcade can only use so much redemption equipment; you can overdo it! We still need good pinball games like Addams Family pinball and good videos like NBA Jam.

REPLAY: Any final thoughts you would like to express?

NORM: I'd like to say that my experience in AMOA was tremendously educational. I learned a lot from my travels and from other operators... and I'm still learning! Also, I'd like to say how much I appreciate *RePlay's* many years of support for AMOA.

REPLAY: Thank you, Norm, and thanks for this interview. Good luck with all your future endeavors!

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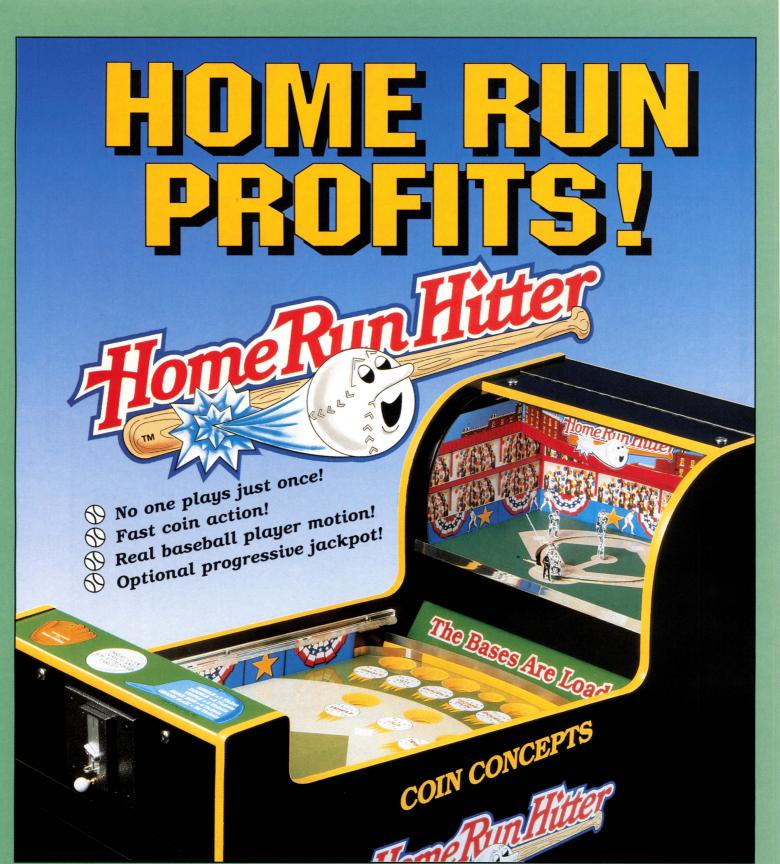
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TRADE SECRETS

CCI President Art Warner is a 22-year veteran of redemption manufacturing and operating. In fact, Art likes to joke: "I was around before it was called redemption. We used to call them 'ticket and token merchandising games'!"

Maybe the biggest secrets in redemption operating are how to correctly set machine payout levels, choose prize point-values, and properly assign values to tokens or tickets. It's a complex subject, but Art provided a clear explanation in the May and June 1990 entries of his monthly column, "The Big Ticket." We thought Art's advice was well worth reprinting here.

—The Editor

OF REDEMPTION PROS

ricing is a basic principle to
every business. Price merchandise too high and customers will
not be interested; price merchandise
too low and you can't make a profit.
In the redemption game business,
pricing decisions center on the
token/ticket value that you establish. In
your arcade or gameroom, customers
view prizes by point value, not dollars

Because you set the payout for your machines and you assign the point value to your prizes, the value of a point is completely up to you. Setting that value, giving the point a book value, determines both the type of customer you'll

and cents.

see and the worth of every item in your arcade.

DETERMINING & HANDLING PAYOUT

Before you assign an exchange value for points, consider the payout for points, consider the payout for your games. If you set a high volume payout, customers will feel that they are winning "tons" of ticket and "buckets" of tokens. Winning such treasure will often generate more play and encourage new players. But handling volumes of paper and tokens is not always convenient. Reducing the volume of payout may cut down on the

BIG TICKET

number of payers and the amount of traffic, but may attract the adult player or invite extended play.

Particularly if you set a high volume of payout, different value points should be different colors. This allows redemption attendants to distinguish point values easily. It also avoids disagreements between your players and

employees.

Tickets can be quickly counted by using a measured counter surface. Mark on the counter top the length of a five-or ten-ticket strip. Stretch strips of tickets across this length repeatedly, counting 10, 20, 30 tickets and so on. This method saves a lot of time at a busy counter. Short strips or loose tickets can then be counted separately.

We advise employees to announce the total to the customer before disposing of the tickets or mixing them in with other used tickets. This allows them to recount if necessary. After your count and the customer's count agree, destroy or dispose of the tickets. Tokens can be counted either by a counting hopper, a counting machine, or by a scale. Whichever method is used, remember to keep each customer's tokens separate until you agree on the count.

VALUE IS THE POINT

Giving the point an exchange value is the heart of your business. Many systems have been used over the years for valuing the point and pricing merchandise, but those systems may not have accounted for your needs at your locations. You must design a system that fits the needs of your location, your customer type and your business style.

Any system for pricing must strike a balance between the number of tokens or tickets dispensed per coin played and the dollar value of the prize. If you want low point values for your prizes, then you will have to set your games to pay fewer points. If you want lots of points pouring out of your machines, then you will have to live with high point values for your prizes. For each dollar played in a machine, an

appropriate value of points must be dispensed. If you want a 30% payout for each dollar played, 30¢ in point value will be awarded. We will discuss setting the payout in a future article.

Basically, there are two approaches to valuing the point:

Focus on the point value of the prize: You may want the point value stickers on your prizes to be lower than the competition's; you may want customers to think that the prizes are very easily won. Begin by designing an appropriate pricing system for your prizes. Usually, if you have a high-traffic location with high-volume turnover of merchandise, the point value for prizes can be higher. Locations with few games and less traffic often keep the point value low.

For instance, in a high-traffic location with many machines and many types of games, an \$8 prize can be priced at 800 points. In a smaller, quieter location, that same \$8 prize may be priced at 240 points. For a customer in the busy location, 800 points may not seem like too much; in the quiet, smaller location 240 may also seem "just right." You can avoid



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Cabinet dimensions:

83½" High 34½" Wide 72" Deep what we call "sticker shock"- the shock the customer feels on seeing the enormous point values on the more expensive prizes. If you focus on the point value for your prizes, then you must adjust the payout of your machines.

Focus on the payout of the games: You may be more concerned that the machines pour out tickets and the activity and excitement of your gameroom overwhelm the customer. Ringing bells and flashing lights and the jingle of tokens dropping into the bin can create a carnival atmosphere. Customers may enter your lively arcade thinking that "everyone's a winner" and not pay much attention to the sticker prices. If you set your machines to pay out liberally, then the pricing of your prizes will be higher. Each point may only be worth $1/2\phi$, $1/4\phi$ or less. An \$8 prize may require a 1600-or even a 2400-point price sticker.

All retail stores survive on what is commonly called "mark-up," the difference between the wholesale price and the retail price. Because a redemption center is fundamentally a retail store, the prizes - your merchandise – should be priced with a mark-up. When think of the price of a prize, you should consider both the purchase price and your overhead, rent, labor, freight, equipment, taxes, etc. Prize pricing may be as important to success as equipment, location and other factors.

Now let's discuss how the ticket/ token value will apply to the operation of our equipment.

PERCENTAGE OF **AWARD**

In the operation of redemption games, percentage of award – or payout – refers to the number of tickets/ tokens paid out of the machine, per coin put into the machine. This percentage is calculated over time (and over many players). It is not necessarily a one-to-one ratio.

For instance, a 100% award means that for each coin paid to play the machine, a ticket or token is awarded over a random number of plays, usually 5,000 to 10,000. It does not mean that when each player pays one coin, he or she wins one ticket. Over time, if 5,000 coins are paid in,

5,000 tickets/tokens are paid out. So for every ten players, if nine of them do not win any tickets, one player wins 10 tickets. Or if eight of them don't win any tickets, two players win five tickets. And so on. A 200% award, then, is two ticket/ tokens for each coin paid to play.



SKILL VS. FORCED WIN

Redemption games can be categorized as either a skill game or a forced win. Whichever type of game you operate, as the operator you must have the ability to adjust the level of difficulty, frequency of payout and amount of payout. When you are purchasing the equipment, ask the sales representative or manufacturer about the "flexibility" of the machine. Be sure that you can finetune the equipment to the needs of our business or location.

Skill games: this type of game relies upon the skill of the player to determine the outcome of the game and

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subsequent payout. When you purchase a skill game, ask the manufacturer about the win ratio – also called the hit frequency. Ideally, a small win of some sort should occur every three or four plays. The small win is often enough to keep the player at the game. However, a win every game takes away all the challenge and sport of a game, whereas too few wins makes the challenge too difficult, and often causes the players to walk away.

Usually a skill game has been tested by the manufacturer, and they can tell you how an average player will score. They can suggest how to set the machine to provide good, continued interest and income. Adjusting the playing time, number of balls, turns for each game, and the award schedule are just some of the ways you can influence the popularity and success of a machine.

Forced win: this type of game relies upon a combination of skill and chance to determine the outcone of the game and subsequent payout. These games, too, must be adjustable. To tailor a forced win to different locations, you can increase or decrease the award schedule, provide more ways to win, increase or decrease the value of each payout, etc. Again, use the sales representative or manufacturer as a resource in understanding the win ratio of equipment.

SETTING THE PAYOUT

Now you are wondering: how does all this information affect what you do with your machines? The answer is simple: matching the ticket cash value, the payout cash value and the percentage of award can make or break a machine, a bank of machines, your location and your business.

As an example, an operator has established a 2ϕ value (per ticket/token), and is operating at a 25% cash value payout (that means ticket cash value divided by cash income). On a 25ϕ per play machine, it would take 1,000 plays to bring in \$250. Based on that income, the machine should pay out \$62.50 (in cash value) worth of tickets. At 2ϕ per ticket, the machine would have to pay out – or

throw – 3,125 tickets. So the number of tickets (3,125) divided by the number of coins (1,000) gives a result of 3.125 tickets per coin, or a percentage of award of 312.5%

Based on the 2ϕ ticket cash value and a 25% cash value payout, a 312% percentage of award (although it sounds high) gives the player and the operator a fair deal. If the machine were set at a 100% or 200% percentage of award, payout would probably be insufficient to generate play interest. At 200% (that's 2,000 tickets paid out on 1,000 coins played), the payout would be only \$10 in cash value. The players would soon realize they were not getting a fair deal.

If you are presently operating a redemption game that is not generating the kid of income you had expected, perhaps you should examine your percentage of award. Assuming that the machine is plugged in and running correctly, you may be able to correct its low income by adjusting its percentage of award. If you do your homework when purchasing and placing equipment, it will pay off in the cash box much more quickly!



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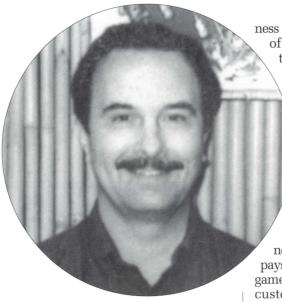
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IS REDEMPTION "FOREVER":

here are three among many who say "yes!"



IS REDEMPTION FOREVER?

answer: "DEFINITELY!"

by Tom Guagliardo Huish Fun Centers Bullwinkles Restaurants San Juan Capistrano, CA

Yes, redemption is forever - definitely! But it is not for every operator. The problem with redemption has never been with the public's desire to play games and win prizes. They've been doing that since Skee-Ball was invented. The problem has always been with the unethical operator out for fast bucks, who runs a poor operation, does not understand the business and cheats the customer either deliberately or through gross ineptitude. Honest operators have always paid the price for the dishonest, inept operator.

I've been in the amusement busi-

ness for 30 years and the popularity of a well-run redemption operation has steadily increased

through those years with the advent of the new and exciting games of skill. Will redemption continue to be popular? Only if those who choose to get involved do so in a responsible manner. Otherwise, they will bring the wrath of the City Fathers down upon everyone.

A responsible operator first learns the essentials of the business before opening the doors. He pays careful attention to details like game selection, game maintenance, customer service, prize selection, prize display, prize quality, prize control, percentage payout control, ticket control, and cash control. Each of these elements is essential.

A customer must have a clean, safe environment to where he can bring his family. He must enjoy playing the games, and there must be at least one prize he wants or his child wants. He must be satisfied with the prize as well as with his total experience in the game room.

Redemption equipment is almost a "forever" type of game. You buy it today and you operate it until you retire. The redemption games we operate take up a lot of floor space. It's difficult to add new games to an established room without expanding. I think the hardest part of the business today, other than inventory control, is selecting new games.

One basic concern of mine is of young children playing adult-size games and not being able to win. If young children are going to play redemption equipment such as basketballs, then the operator should provide games scaled to the younger children. There's no way a young child can win by playing an

adult basketball game, yet some operators allow them to put their coins into the game anyway.

Operators should insure that a child's experience is a happy one every time he or she plays in the game room. When a child engages a game beyond his ability level, the operator should comp the game or refund the coin. It's just good public relations and good business.



by Frank Ash Champions Amusement Bala Cynwyd, Penn.

The short answer is...yes! It will be forever because it always was. Redemption was always a mainstay of amusement



and boardwalks. We have only coopted it for use back home where people live, instead of just exposing them to it while on vacation. Originally, it was brought in to attract a wider audience in the wake of home video putting a dent in our previous audience. It worked!

People enjoy playing familiar games and themes from their youth and games that don't require a time investment to understand. Redemption games fit the requirement on both counts. Unlike video games which require constant replacement and rotation, redemption games stay put. It is the inventory that turns and the prizes create the desire to play the games.

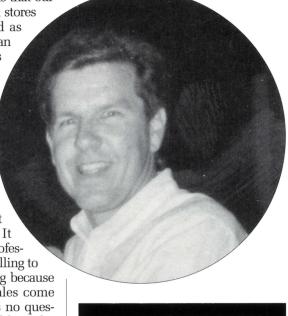
Until the information superhighway figures out how to deliver prizes to the home for game play, the family entertainment center will have a monopoly on redemption. It makes us a unique and fun place to be, creates excitement, and is more fun to watch than video or pinball.

The fact that redemption puts us into the retail business is a double

edged sword. The big plus is that our centers look more like retail stores with prizes merchandised as decor to soften the look of an "arcade". The customers soften the look as well, since they are female as well as male and elderly as well as young.

The minus is that a business with no inventory and low labor costs loses both of those advantages. Redemption is a labor and management intense endeavor that shaves profit margins. It should only be tried by professional operators who are willing to do it right. It is worth doing because 30 to 40 percent of our sales come from these games. There is no question that this income could not be replaced with video games.

Redemption games will change and improve and prizes will vary with the times and trends; redemption itself will be here forever.



IS REDEMPTION FOREVER? answer: "YES!"

by David Schick Metropolis/Brick Road San Diego, Calif.

If history is any indication, I would have to say that the future is indeed bright. The reason is simple: the concept is not that dependent on newer (and more expensive) technology. Rather, it relies heavily on a "value" concept which makes it as much retail as it does entertainment.

Some things will change...debit cards replacing tickets, for example. But those with strong merchandising skills and an understanding of the marketplace will succeed for years to come.

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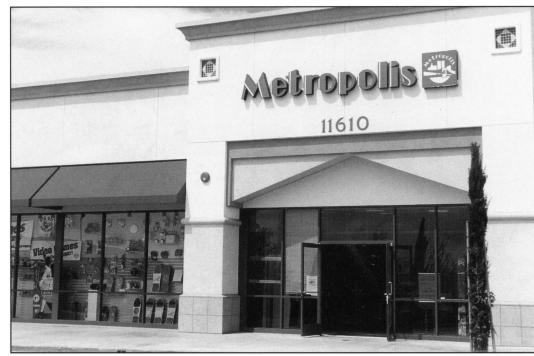
new Metropolis FFC is redemption showplace

avid Schick, manager at the famed Boardwalk fun center in El Cajon, Calif. until he joined up with Capcom's Brick Road chain last year, completed his first major project for them... a 5,000 sq. ft. arcade in San Diego called Metropolis. Like the Boardwalk, it's a first class game room.

Opened to the playing public last December, Metropolis offers one hundred games, 55 of which fall into the redemption category. It has a 35' prize counter to support the games on the inside, and a lavish window display of winnable merchandise facing the

street outside to pull players in.

The whole place is spanking clean and bright and features artwork of the



The facade of the new San Diego Metropolis with a glimpse of the on-street prize window display at left.

San Diego shoreline around the top of the walls. The project was designed and developed by Schick. Since he's in Brick Road's expansion and marketing department, one might guess that there'll be more Schick centers in the works?



Of the 100 games on the Metropolis floor, 55 are in the prize redemption class. Note artwork of San Diego shoreline at top.



A portion of their 35' prize counter...colorful, and considering the amount of candy on display, nutritious.



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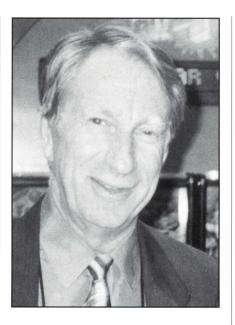
by "Skip" Doyle – Doyle International

M. "Skip" Doyle is President of Doyle International, a division of Doyle and Associates, Inc., Sarasota Florida. Skip has been designing, manufacturing and operating merchandise redemption games since 1980. Prior to starting the Game Manufacturing arm of Doyle & Associates, Inc., Skip's experience included many years of carnival midway ride and game operations; design, development and ownership of a family resort and theme amusement facility; commercial real estate brokerage and management. Skip has an engineering background with working experience in industrial construction and defense manufacturing.

This essay was written for the purpose of assisting redemption game operators who continue to be confused and frustrated with their ability to obtain optimum performance and revenues from merchandise game operations.

Part of the problem stems from the possibility that many redemption game manufacturers have never managed a retail merchandise redemption operation.

Consequently, those manufacturers are unable to completely understand the complications and parameters which redemption game opera-



tors must deal with daily during the operation of a redemption game *retail* merchandise business.

The new wave of redemption games is really not new. Carnival and amusement park midway redemption games have been operating since the 1800s. Many carnival midway game operators are experts at merchandise redemption. Most redemption game manufacturers, who are experienced carnival game operators, understand the rules of the road

toward successful redemption game operation.

To assist those who are confused, let's address some basics:

Ticket Values

Single ticket value has commonly been established at .01 cent per ticket for years. As a result, many manufacturers continue to have limited ability to program payout in their game boards, and cannot accommodate the fine tunings that redemption operators require.

Redemption operators who have discovered the success of high incentive merchandise realize the necessity for handling thousands more tickets than is the case when offering less expensive immediate gratification merchandise. Most of those operators have increased the value of single tickets to .02 cents or higher.

Message: Your operation must firmly establish the value of single tickets prior to proceeding to set the payout parameters on your redemption equipment. And the single ticket value should be an even .01 cent, .02 cent, or higher, NOT 3/4 cent or a fraction value, which has been encountered during our review of some operations. In addition,

stacks of tickets in a player's hands creates recognition. A player's ego is fed by achievement and recognition. Pay out bushels of tickets and the results will be in the cash box.

Scoring vs Ticket Payout Settings

Ticket payout percentages are determined from the average scores achieved by players. Many identical redemption games are scored differently, at differing locations, depending upon the types of players who dominate that location. Consequently, there is NOT a fixed scoring system in place that will guarantee the settings in one location will produce the same results in another location.

Manufacturer's suggested settings are simply guidelines. Consider that it may be necessary to fine tune game payout settings, depending upon your demographics and average player skills.

Ticket Payout Incentive

STAR TRACK INC.

It is very important to dispense the

first ticket at a very low score and continue the payout on a graduated scale whenever possible. Redemption players play redemption games for TICKETS. Incentive to play for tickets is dependent upon the incentive of the redemption merchandise. Entertainment value is secondary.

Bonus payout for exceptional scoring performance should always be taken advantage of when this option is available. Consider that ticket redemption payout is based upon average payout, not fixed.

Collection Reports and Polls

Manufacturers depend upon collection reports to promote the success of their products. Operators depend upon collection reports, and polls to a certain extent, to influence their game procurement. Most manufacturers understand that ticket and token payout dictates gross revenues of redemption games. Manufacturers commonly promote the highest payout an operator will agree to, in order to place their games high in polls and collection report ratings. For this rea-

son alone, Redemption game polls and collection reports cannot be depended upon without knowing the average percentage of payout vs revenue.

TO REPEAT, revenue from a merchandise redemption game is influenced, and most generally controlled, by the percentage of payout. The more tickets or tokens a given game pays out per average play, the more popular the given game will be.

Vacuum Cleaner Traps

Simple and fast games, set to dispense high payout, will generally be the highest performers. Games that jackpot tickets, which are set for very high payout percentages, can become vacuum cleaners and siphon revenue from many of the more entertaining family games.

It has been proven over and over again that activity creates activity. A balanced redemption game center, one in which all games are as equally active as possible, will produce optimum revenue. The success of a redemption game center is dependent upon productively maintaining

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players on location for as long as possible, using games as vehicles to sell a lot of merchandise.

Message: Is the purpose of your location to clean out a players pockets of cash as quickly as possible? Or, is your purpose to furnish exciting entertainment (and sell a lot of retail merchandise), while at the same time offering the necessary incentives to entice the player to spend ALL of their disposable cash as they enjoy a lengthy and fun visit to your operation.

Balancing Payout Settings to Influence Game Play

Considering the objective is to have balanced and equal play on each redemption game within a location, it is possible to influence players to play the least played games by dispensing more tickets or tokens, and increasing payout percentage on those games.

Examples: basketball games, for the most part, are played by men and boys. Roll down games, for the most part, are played by ladies, girls and families. The point is, games that are not commonly played by everybody should be set to payout an average of 30% to 35%, except for those identified to be "vacuum cleaners."

Skee alleys are extremely popular with varying age groups, which includes play by both ladies, men, girls and boys. Consequently, Skee alleys may be set to average 20% to 25% payout of the gross.

Children's games play to young children, parents and grandparents, plus a few adults who play for the sole purpose of easily achieving tickets, which is certainly O.K. if children's games are set to prohibit the ability to exceed a certain payout.

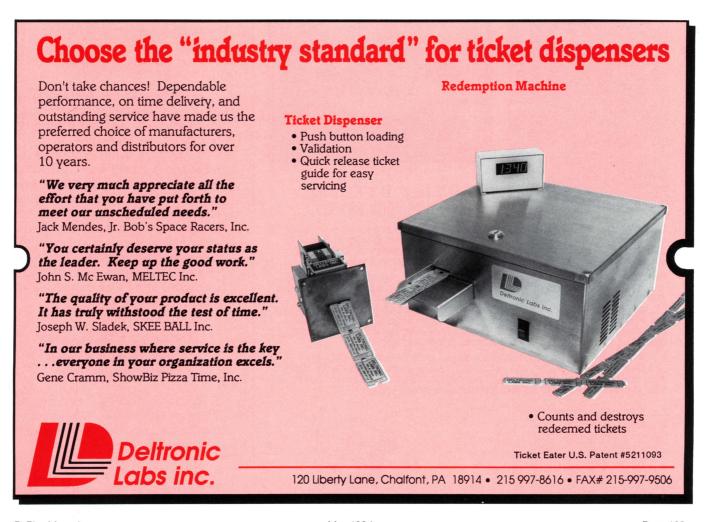
Children's games are recommended to be set at 30% to 35% ticket or token payout. Tickets are at times more important to children that merchandise, causing the shrinkage (tick-

ets or tokens note redeemed) to be very high. This in turn lowers the actual cash value of the location's payout. Children's game payout should always be set with a maximum cap to prevent cheating, as should all games that have this capability within their game board programs.

Vacuum cleaner games, which jackpot tickets or tokens, are generally played by those influenced by gambling instincts. High payout percentages will entice most players to put their money in these types of games, which many times do not offer entertainment value and may not be skill oriented. It is suggested, if non-skill games are desired in a redemption game center, to set the payout to average 15% to 20% to control situations that are guaranteed to siphon cash and pull play away from other entertainment games.

Merchandise Cost

One of the most abused and detri-



mental situations practiced by redemption game operators who do not understand retail markups and inventory turns is to add a profit to the cost of prize merchandise, and calculate the quantity of tickets or tokens required to win the prize based upon the retail value of the merchandise. This is termed "Double Dipping" and it is WRONG!.

A redemption game which pays out 30% of sales, .30 cents for each \$1.00 of gross revenue, returns a gross profit of .70 cents. This amounts to approximately 330% markup when merchandise is valued at FIRST COST, which is the cost of merchandise plus freight cost.

Consider what occurs when profit is added *up front* to the cost of merchandise being redeemed. Lets propose the merchandise costs .30 cents. You elect to price the merchandise to .60 cents to include a .30 cent profit. Considering that the average payout is 30% of gross sales, game revenue must be \$2.00 to win a prize which costs .30 cents! This represents a

660% markup — definitely a rip-off. Does this situation ring your bell?

Profitability of a successful retail merchant is dependent upon volume sales. Paying out 30% of your gross revenue in ticket value, considering that ticket shrinkage lowers your cash payout closer to 25%, allows you the opportunity to realize a 400% markup. Granted, redemption games are costly vehicles to sell merchandise, however, redemption games are long-term capital investments, which offer the leverage of entertainment to allow high profit margins.

Signs and Directions

Very important to the success of a redemption game center is to clearly present the achievements and scores required to be awarded tickets or tokens. When it is not easily obvious for a new player to understand how to play a given game, display a sign that clearly and simply directs the player on how to play.

Make certain that all redemption merchandise is clearly identified with easy to read signs that establish how many tickets or tokens are required to achieve each item.

Price to Play

Do not restrict the ability for players to play redemption games, again and again, by inflating game play pricing.

Remember, volume sales is the name of the game. Game stations that are not being played do not generate sales. Price game play in strict accordance with supply and demand. As a general rule, fast quarters will out gross high price play. This result is determined by evaluating total gross revenue of all games, then identifying games requiring play cost or payout adjustments.

Testing Prices per Play and Payout Percentages

Testing variables is encouraged. There are certain rules to follow if test results are to point you in the right direction.

A test to determine if an average 30% payout will develop higher gross revenues than a 25% average payout must be conducted through-







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out the entire game room. Adjusting a single game may increase revenue on that game alone, but reduce revenue on other games in the room with no noticeable effect upon the total gross game revenue being produced at the location. Test across the board.

Your goal is to squeeze out optimum total gross revenue. Again, this is accomplished through volume sales and maximum incentives.

Are You In Tune with Today's Market Potential?

If you are contemplating the family entertainment center business, you need to pay particular attention to the substantial advantages of operating a retail profit center referred to as ticket dispensing merchandise games.

Today, modern family fun center merchandise game operations, which incorporate ticket and token dispensing games, are offering the opportunity to gross in excess of \$1 million annually, within as little as 10,000 sq. ft.

A study of ticket redemption game operations, worldwide, reflects that today's family fun centers demand sophisticated management and controls, and dynamic environments to ensure an opportunity to achieve optimum revenues.

Ticket Redemption Games vs Video Entertainment

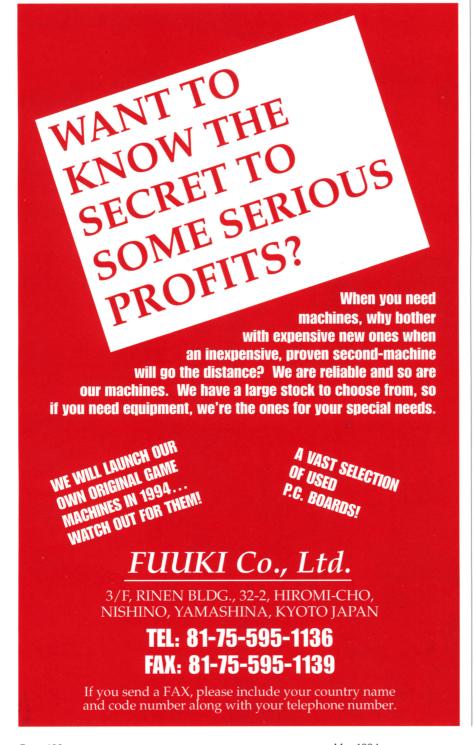
During years past, typical arcades featured videos, pins and entertainment games exclusively. For family fun centers, this concept is obsolete. In order to achieve long-term stability, maximum game revenues, and to appeal to the desirable family trade, entertainment-only games (i.e.: video, pins, simulators, and coin operated kiddie rides) now commonly represent less than 50% of the game equipment in the modern, successful family fun centers.

Family fun center game operators are faced with an important decision: What is the proper selection of ticket and merchandise dispensing redemption games versus video and pin entertainment games, and/or non skill games such as a few of the money pushers, stop and go slots, and similar novelty types?

Is Merchandise Redemption the Name of the Game

Revenue reports indicate merchandise redemption games have changed the face of the coin operated game business. Operators, who have become experienced retail merchants, know that merchandise incentive is key to promoting volume play, and while entertainment value is necessary, it is not the sole focus

Consider this example: A game room with only video/pin games will generate diminishing revenue as the entertainment value of a new game



becomes old and boring. New games must constantly be purchased. However, game rooms with ticket dispensing games, which offer quality desirable merchandise for redemption, will produce consistent high revenue daily and weekly, forever.

Ticket dispensing redemption games are not a new concept. *Skee Ball* is a classic example of longevity, with a well documented track record exceeding 77 years. It is true that few ticket dispensing games were then available.

Today, enough different reliable ticket dispensing redemption games are available to fully equip a very large family entertainment center game room.

It is important to understand that ticket dispensing and merchandise redemption games can remain on location for many years, if maintained. Game revenue potentials and incentives to play are vastly controlled by payout percentages and the perceived value of the merchandise being offered.

Capital investment advantage of ticket redemption games versus video/pin entertainment games is based upon the ability to invest capital only once for redemption games. Compare this opportunity with the necessity to eternally purchase video/pin games to guarantee a satisfactory and profitable payday.

The beauty of the deal is that *merchandise* and payout, not the games, are changed to maintain the desired incentive to play redemption games. Cash flow is directed toward operating expense and profit, and not diluted by the constant need to replace depreciated video/pin/novelty games.

Another advantage: Ticket redemption games improve cash flow. These games offer interest-free capital when you consider that many tickets are not redeemed promptly when players save for that high-incentive merchandise. During the period of time the players save tickets, you, the operator, have the customer's money in your bank. Is there a better deal in today's financing?

Furthermore, merchandise is a valuable incentive to bring customers back to your family fun center operation. The more expensive the merchandise, the longer players save their tickets to achieve that highly desired prize.

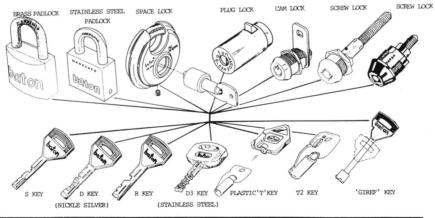
Where to Start

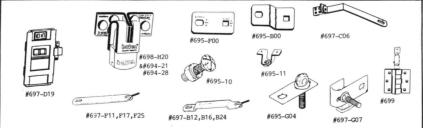
During the planning phase to develop or remodel your family fun center, start first with a budget. Games are expensive regardless if they are ticket or token redemption types, video/pin entertainment types, or pushers and slots. Redemption games are usually a little more expensive. Remember however, you buy redemption games but one time! As a rule of thumb, it is suggested that you budget \$4,000 per play station to purchase ticket redemption games.

How many games can be installed per square foot? Total space within a redemption game room should consider the retail merchandise area, storage, an office, rest rooms, utility area and adequate aisles for traffic flow. With this in mind, use as a rule of thumb 50 sq. ft. average per player position to estimate how many total games or play stations you should be able to install. Explanation: 50 sq. ft. per game is based upon a large percentage of ticket redemption games versus a small percentage of video/ pin games.

Sample formulas for ballpark cost estimating of game equipment: 4,000

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sq. ft. = 80 play stations X \$4000 = \$320,000; 6,000 sq. ft. = 120 play stations X \$4000 = \$480,000; 8,000 sq. ft. = 160 play stations X \$4000 = \$640,000.

Dependent upon location and demographics, a modern family fun center should consider installing 75% to 90% ticket or token redemption games, with the balance being video/pin entertainment games, money pushers and other types of non-redemption game or novelty equipment that is legal to operate.

Buy or Lease Redemption Games

For many new owners of family fun centers, the cost of the games alone creates substantial anxiety and fear of the unknown. A majority of new fun center game room owners immediately pursue partnership possibilities to lease games from local game distributors or route operators on revenue sharing.

Revenue sharing ventures with regard to ticket redemption games, obtained through distributors or route operators, are many times not successful. Why? Many game distributors and route operators do not lease merchandise redemption skill games, or they are unable to offer the management support and experience necessary to operate a successful retail merchandise business.

Consequently, many family fun center operators who are not willing to commit capital to purchase ticket redemption games may miss out on the opportunity to engage in a viable and profitable ticket redemption game business.

When you elect to purchase a ticket redemption game from a game distributor, it is suggested that you also

call the game manufacturer prior to purchase. This is to ensure that the selected distributor is factory-authorized, competent to service ticket dispensing games, and can offer support for your ticket redemption operation. They must understand set up, payout parameters and updates, which are necessary to ensure optimum profitable performance.

Whenever capital funding is available, a family fun center operator should own their ticket dispensing redemption games. Unlike video/pin games, the same ticket redemption game will operate for many years at the same location. Again, the *merchandise* is rotated, not the ticket redemption games.

A revenue sharing approach makes good sense for video/pin entertainment games when considering these games have notoriously short productive lives. Route operators and distributors have an opportunity not available to most family fun center owners by rotating games to alternate locations to stretch the potential life-cycle of their video/pin games to the ultimate limit.

One point to identify when entering into revenue sharing ventures is that the family fun center owner should strive to maintain control over the quantity of older video/pin games that can be identified as "fillers." A guarantee to furnish a certain quantity of video or pin games does not mean that all of video/pin games will be current. If an older video game grosses \$50 per week, and the fun center owner receives \$25 on a 50-50 split, the total net revenue generated in the required floor space is only \$1,300 annually.

Ticket redemption games have the potential to earn \$300 per week or more per play station. Factors which control gross revenue potentials include: price of play, time settings, payout percentage, incentive of merchandise, quantity of play stations vs available players, game location and demographics.

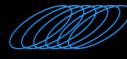
It is recommended that tickets paid out from redemption games be set to average 30% to 35% of the gross game revenue. Cash value of merchandise redeemed can then be expected to average about 25% of gross revenue due to ticket shrinkage, which resulting from tickets not





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- *Personalized-printed results
- (2,528,064,000,000 possible
- combinations)
- *One or Two players
- simultaneously
- *Ambiance music





PERSONAL PSYCHOLOGY TEST

WINDOW

- *3D screen & realistic ghost effect
- *Audio instructions
- *4 categories to choose from (i.e.Love, Money, etc.)
- *One or Two players simultaneously
- *Ambiance music
- *Personalized-printed results



VERDIC'

- *Lie detector guage R
- *Audio instructions & questions \
- *Automated hood
- *Multi-colored lighting display
- *8 probing questions from 1 of 4 categories (i.e.Love life, Money.etc)

HUMAN AMUSEMENT

HUMAN CORPORATION

Attn.:Shinya Nishina, International Business Dept. 4-4-13, Kichijoji Minami - cho, Musashino-city, Tokyo 180 JAPAN Phone:81-422-70-7000 Fax:81-422-70-7790

Also producing video PCB's and other amusement games. From the maker of "Grand Striker"soccer!

being redeemed. When 25% of gross revenue is the cash value of the tickets redeemed, a redemption play station which grosses \$300 will net \$225 per week.

Example: Based upon an obsolete video netting \$25 per week and an average ticket redemption game earning a net income of \$225 per week, and considering that three videos might be

installed in the same space as one ticket dispensing redemption game, the redemption game will still produce \$150 more than 3 video games within the same given floor space.

Return on Investment

Consider the following revenue breakdown of an existing family fun center: 47% ticket redemption games produced 65% of total revenues, 39% video/pin/simulator games produced 25% of total revenues, 14% coin operated kiddie rides produced 9% of total revenues.

The period of time to return your investment from operating a popular new video/pin game versus a ticket redemption game can be estimated as similar in the best case. However, one must constantly reinvest in video/pin games to stay current. Magic is not required to determine that ticket redemption games offer the most desirable long-term capital investment opportunity.

Management

Take into consideration that a successful ticket redemption game operation requires strict and experienced retail business management. Mandatory qualifications include: being current with the ability to operate by the basics of good business administration; purchasing desirable high incentive merchandise; controlling and turning inventory; managing payout to produce optimum revenue and profit; and initiating continuing promotions and incentives.

It is suggested that operators of ticket redemption games consider the following ingredients to achieve optimum revenues:

Merchandise: Incentive to play ticket redemption games is dependent upon offering a large selection of quality and desirable merchandise. Less expensive items, used for immediate gratification, generally do not offer high revenue potential. Low end items do not encourage repeat play, or the saving of tickets to achieve that long-desired prize. Merchandise such as walkmans, bicycles and stereo systems work well! For optimum revenues, a selection of low, medium and high cost merchandise is absolutely necessary.

Ticket redemption game room managers are required to be qualified merchandise buyers and creative professional merchandisers. One big mistake a ticket redemption game operator can make is to expect a qualified game technician to be qualified to manage a retail business. A technical expert is required, but only to

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FULL COURT FRENZY



keep the equipment functional, operating, clean and current.

Presentation: Presentation is of primary importance to maximize revenue potential. Games, signs, displays, decorations and equipment must be located to ensure unobstructed views, be colorful, well lit, organized, neat and clean. The entire area must exhibit high exposure, controlled security, adequate storage and courteous, efficient operation.

Supervision: Game room operations must be strictly supervised by clean cut, courteous, helpful employees. General occupancy rules are required that clearly restrict inappropriate dress, drugs, smoking, profanity, etc.

Control: Without professional inventory, cash, ticket and security controls, "You're out of business."

Maintenance: Broken games do not make money. Dirty operations do not attract. Dark, dingy cluttered environments are not appealing to families.

Environment: Create a fantasy land for your players. Light, bright and cheerful wins big money. Colorful lighting with motion, plus '50s and '60s background music, which every age group enjoys, sets the stage for a happy and fun experience. Incandescent track lighting is cost effective and versatile. Florescent light is brilliant and cold, and not recommended. Color psychology is important to consider when you wish to make players feel good.

Designing the family fun center

When you have determined the proposed size of your new game room, and the location is selected, a most wonderful challenge occurs: "Designing it."

Ticket redemption game layout is much more critical than video/pin types of equipment. Some games fight each other, others like each other. Some are strictly for children, others for adults, still others are for everyone. Some have balls which will jam other games. Some are short, others are long. An amateur game selection and layout is always very obvious to the professional, and will drastically effect potential revenue. Common sense dictates: Pay now for professional assis-

tance, or pay much more later.

How difficult is it to design a game room? History indicates that this talent is very specialized. There are only a handful of qualified people and companies in the world who understand all of the necessary ingredients to develop and design a family fun center. A professionally can assist with facility design, floor plans, redemption game selection, retail buying, and the necessary training and support of your family fun center operation.

It is very important to consult with a company that is current with it's knowledge of game equipment, has redemption game operation experience, and is familiar with the ingredients necessary to tailor a redemption game room to be functional, enticing and attractive for a family theme operation.

A recent visit to several successful merchandise redemption game opera-

tions leaves little doubt that innovation and imagination are the keys to success.

In addition to many quality ticket redemption games, the operators will mix in a reasonable quantity of brightly illuminated, skill modified, stop & go slot machines, which dispensed merchandise redemption tokens and tickets. It doesn't take any sort of genius to figure out the concept. Merchandise redemption game rooms, which offer the glitter and incentive of Las Vegas casinos, are in high demand and are enjoyed by families of all ages.

Remember one basic rule of thumb that more often than not tells the story: Invest wisely and up front to achieve the opportunity to come out of the box running successfully. The alternative is to do it yourself, without professional assistance, with the likelihood of paying a lot more later!

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BIG BERTHA





IT'S A (SUPER) MARIO WORLD

the plumber with the power lends his name to a newly-released redemption game from Fabtek

"Who's the leader of the band that's made for you and me? M-I-C..." Hold it! Times have changed, and according to one marketing poll, kids around the world are more likely to recognize a cartoon plumber with a handlebar mustache, red cap and blue overalls. That's right, Mario — the lovable seeker of fortune and adventure in both coin-op and consumer vidgame formats — just might be the world's top cartoon character.

Recognizing the potential for a redemption game themed after this famous character, Redmond, Wash.-based Fabtek (the company that brought you *Raiden* and its hit sequel) acquired the license for Mario and proceeded to design one attractive and innovative piece, *Super Mario World*. The company has been showing prototypes of the game for at least a year now, and at ACME, they unveiled the full-production model.

Super Mario World features a unique combination of two proven redemption concepts, combining the skill element of a throwing game with the fun of a classic rolldown. Players begin by throwing balls through holes on the backboard. After passing

through each hole, the ball drops through an oscillating tube and rolls down the playfield, passing through a lane with an associated point value. The different-size holes on the backglass each have an assigned multiplier (2X, 4X or 10X), which multiplies the points awarded. Even if

a player misses an open-

ing, the ball will still roll down a lane for points.

Adding to the fun is a colorful playfield packed with characters from Super Mario's own world. Along with our courageous superhero, players will recognize the turtles, dragons, mushrooms and Marioeating plants he regularly encounters on his video journeys. The bright yellow cabinet enhances the artwork and makes Super Mario World a



standout in any loc a t i o n . The cabinet also utilizes solid ply-

wood construction and features a Deltronic ticket dispenser. The dimensions are 29.5"(w) x 80.5"(l) x 79"(h).

So who's the leader now? Well, for the video generation, it could be spelled M-A-R-I-O, which is good news for the folks in Redmond. For more information, contact an authorized distributor or for referral, call Fabtek at 206/881-0900. Welcome to the world or



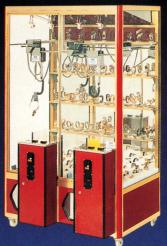
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CLOWN AROUND Also available in a 4 player game



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BATTER UP!

Coin Concept's Home Run Hitter turns to America's favorite pastime as a backdrop for fast-paced redemption fun



Home Run Hitter mimics baseball gameplay by having players aim their tokens at holes in the rear playfield, which symbolizes a single, double, triple or home run (the latter being a "very small" hole). Of course, players must also maneuver their tokens around the mid-playfield holes, which symbolize outs and strikes. An oldfashioned animated backbox display, showing a moving base runner, adds to the nostalgic fun.

Features include a double stack ticket holder and baseball sound package. An optional Progressive Jackpot gives players more play for their money, and there's also an optional second ticket or baseball card dispenser. *Home Run Hitter's* low cabinet makes the game accessible to all ages; the dimensions are 48"(h) x 25"(w) x 60"(d) with a weight of 300 lbs.

For more information, contact Coin Concepts, Inc, 16 Edgeboro Rd., Unit 5, East Brunswick, NJ 08816; 908/390-9009.

he sights and sounds of baseball are meshed with the token-rolldown formula in Coin Concepts, Inc.'s new Home Run Hitter. Baseball games in pinball-style cabinets have been an industry staple for at least 40 years. Rolldown games have been around longer than that. So CCI's product combines nostalgic appeal with classy, beautiful presentation and gameplay that's a historically guaranteed winner.

Full production began in April, and CCI says initial cash box results are good.



An optional Progressive Jackpot gives players a chance to link multiple scores for tickets.

Replay's 1994 ARCADE ARCADE SPECIAL SPECIAL SPECIAL

NORTH TO...MELTEC!

former California firm joins exodus from state; growing staff enjoys big new Oregon factory site



Front entrance to Meltec's new 25,000 sq. ft. plant in Beaverton, Ore.

urn on the radio in any California city, and you will hear ads like this: "Hi, I'm John Doe, president of XYZ Manufacturing. I used to be miserable in California — high taxes, high prices, high crime, red tape, worker's comp, air pollution, earthquakes, you name it! Finally, I got smart. We moved our business to (fill in the name of a nearby state). Sales are booming, costs are down, productivity is up, and we're all grinning like a mule eating briar bushes. For information on how you can do the

same thing, call the Nearby State Chamber of Commerce at 1/800-555-1212."

These ads must work, because for the past five years small businesses have been streaming out of California in record numbers. Did coin-op factory men John and Mike McEwan hear one of those ads? Last fall, they packed up Meltec Recreation Products and moved from their longtime San Jose, Calif. headquarters to a big new site in Beaverton, Ore. and their reasons sound quite familiar! "We absolutely love the Northwest and are very glad we pulled up stakes and moved up here," said John, president of the veteran redemption factory. "Our reasons for moving were all 'the human factor' — schools, crime, pollution, etc. Business continues smoothly, and on a personal level things are great."

Meltec's new facility is 25,000 sq. ft. (that's 10,000 sq. ft. bigger than the old San Jose place). Half the staff moved up to Oregon with the company. Since the move, Meltec has hired

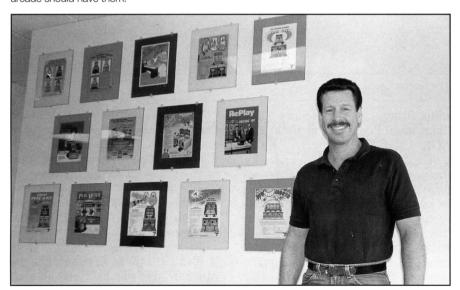
NORTH TO MELTEC



Here's a row of *Pot 'O Gold* games on the assembly line. Players roll the ball up the slanted alley, around a wall and aim for a hole as the ball comes back down the playfield.



Sitdown "cannon" shooting games like *Big Mouth* and *Knockdown* are Meltec staples. Every arcade should have them!



Graphic artist Scott Larsen stands before Meltec's "Wall of Fame," where past ads and magazine covers are mounted.



Meltec's John McEwan



Meltec's Mike McEwan

10 new folks to beef up the team. As you can see from these photos, the production line is revving nicely with such classics as *Big Mouth* and *Knockdown*, along with new "roll-around" skill games like *Pot 'O Gold*. By the way, every time a *RePlay* person enters a redemption arcade, we always see kids, moms and dads playing Meltec games! They have got to be among the most reliable of the redemption field's proven winners.

Meltec's new address is 15425 S.W. Beaverton Creek Court, Beaverton, OR 97006. Phone is 800/356-4777 or (local) 503/643-8312.







VETERAN'S DAY!

first piece looks hot for new gamesmith



Stepping into the redemption game manufacturing arena at their ACME debut are (I to r) Al Kress, Arnold Kaminkow, Ron Haliburton and Roland Berrios, surrounding their Roll for Gold.

enchmark Entertainment, which opened for business only this past January, has hit the ground running with a new token-eater called Roll for Gold. Owned and operated by industry veterans Arnold Kaminkow (its president), Al Kress (Sec./Tres.) and Ron Haliburton (their VP and one of the trade's most seasoned designers), Benchmark seems to have made such a splash at its ACME debut with their first game they've already lined up major distribution in the U.S. and Canada.

Roll for Gold went into production at Benchmark's 9,000 sq. ft. facility in Pompano Beach, FL just after ACME ended. Samples hit the open house circuit, along with Kaminkow and Kress who met up with old friends and enjoyed compliments from both operators and dealers on their game.

The machine has players rolling tokens or coins down either or both of its curved chutes, trying to intersect a moving wheel and strike various targets for ticket rewards. The plywood cabinet sports a see-thru plexi in front so toddlers can see the action without requiring a foot stool.

Music, sounds and voice, along with the machine's first-class visual appearance, draw player attention and add to the fun.

Kaminkow believes *Roll for Gold* will be a staple product for the new firm. Of course, Haliburton and his team have already done much of the

spade work on three future games, one of which is scheduled to debut at this fall's AMOA show in San Antonio. "We are not a one game house," Kaminkow declared (though, if you're only going to have one game, this wouldn't be so bad).

Around 15 people work for Benchmark right now, designing, manufacturing and selling. Besides the three principles, Benchmark also enjoys the trade experience of Roland Berrios, an artist and designer tracing his roots back to the old Allied Leisure days where Haliburton held forth as chief engineer of their line of electromechanical drivers and other novelties (Ron also did Omega Racing for Midway).

Kaminkow, with decades in the industry under his belt, most recent-

ly worked for Sega. Al Kress, formerly a New York distributor (Coin Machine/ Elmsford) also operates Leisure Time Attractions which develops family fun centers. Haliburton, in a venture apart from this industry, owns J Tech, reportedly the nation's largest custom paging service. Among the three, they command around 100 years of industry experience. Looking at *Roll for Gold*, that experience shows.

For distributor referral, call 305/781-8080, fax 305/781-7900 or write Benchmark Entertainment LC, 2071 N. Dixie Hwy., Pompano Beach, FL 33060.

BASKET FANTASTIK



on Romstar's quick and clever Goofy Hoops, the wierd have come out to play

We've seen a lot of basketball-themed games over the last few years, but few have offered as much fun with this popular sport than Romstar's new *Goofy Hoops*. This fast-paced kicker-catcher game with a moveable basket truly puts the skill and reflexes of the player to the test. However, to further challenge the player, *Goofy Hoops* adds a wild amalgamation of sights and sounds designed to both delight and distract.

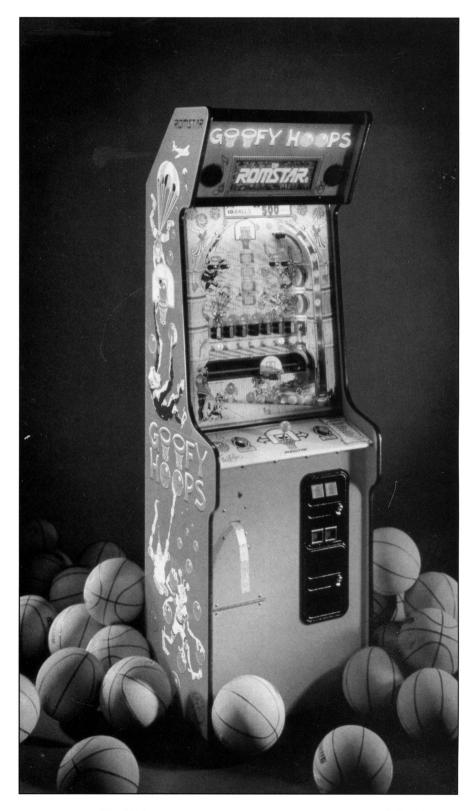
Players begin each round with 10 balls fired to the top of the horizontal playfield at three-second intervals. The object is simple: catch the ball when it arrives at the bottom of the playfield with a basket that can be moved left or right via a joystick, and collect ticket values for each basket scored.

It may sound easy, but stationed throughout the playfield are a variety of obstacles and detours, making it very difficult to predict exactly where the ball will bounce from one second to the next. As the balls work their way to the bottom, special lanes can increase ticket value. (Ticket values are operator adjustable.)

Accompanying the ball's decent is a myriad of sound effects and music ranging from realistic buzzers and horns to an incongruous dragster and wacky cartoon sound bites. This audio anarchy is a fitting complement to the dot matrix display and cabinet art, which also depicts scenes of full-court lunacy. Scattered about the playfield are skydivers making lay-ups, dribbling aliens, blue monkeys and a slam-dunking robot.

Designed for one player or two, *Goofy Hoops* is an original approach to a sound redemption concept. Measuring 82.5"(h) x 26"(w) x 22.5"(d) and weighing 225 lbs., this versatile game can be used in a variety of locations, from FECs and arcades to street use and bar play.

For more information, contact your authorized distributor or call Romstar at 408/437-4780.



REPLAY'S 1994 RE

BIGFOOT BASKETBALL

National Sports Games' kid-friendly Hightops basketball game is a "shoe-in" for one of the best-looking pieces intro'd at ACME '94



hoenix-based National Sports Games takes the kiddie basketball concept one step further with a new game that was designed from the ground up for maximum visual appeal. Making its debut at ACME '94, NSG's Hightops looks just like a giant hightop basketball sneaker, from its authentic-looking stitching up to the loose shoelaces and padded interior. The company knew showgoers would get a kick out of such a stylish piece, but they didn't expect the stampede of praise to follow.

"We are overwhelmed by the response," said NSG prexy Greg Sullivan. "We knew the product was very attractive and we hoped for a good reception, but we didn't expect it to be so universally positive."

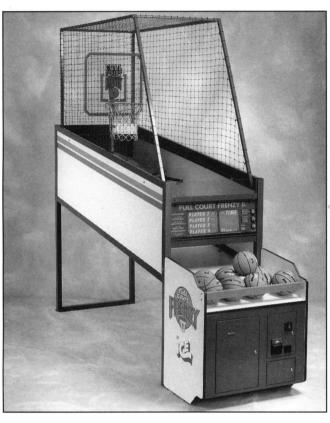
With some redemption equipment, overall design almost seems to be an afterthought, but there's no doubt that NSG set out to create a real head-turner. The basic elements of the popular basketball throwing games have been ingeniously incorporated. The game features a multicolor display and, instead of a digital timer, a clever lighted stopwatch. With its cute shape and bright red, white, blue and yellow color scheme, *Hightops* beckons youngsters and their parents to a fun game of hoops.

At presstime, NSG said production was gearing up, and they expect to release the product in May. Hightops will stand alongside NSG's winning line-up of sports games, including Super Shot Deluxe Basketball, UB-QB Football Challenge and Pitch Hitter Baseball Challenge. Interested ops should hustle on down to their local NSG distributor or contact National Sports Game at 602/470-1490 for referral.



I.C.E. CAPADES

Innovative Concepts in Entertainment updates its product line with safety certification and linkable gameplay





been at the forefront of the redemption boom thanks to their versatility and universal appeal. Players like 'em because they're simple, exciting and lotsa fun; operators like 'em because of their solid earnings and reliability. Among the leaders in a crowded field of manufacturers is Innovative Concepts in Entertainment, makers of Full Court Frenzy II and the kid-friendly 1/2 Pint Frenzy. The company is announcing two new developments designed to make their winning games even better.

According to ICE president Ralph Coppola, you can now "link" two or more *Full Court Frenzy II* games for simultaneous head-to-head competition. This option now applies to both

new units being shipped and also any existing machines, through the purchase of a Linking Option Kit. The kit is easy to install and consists of a linking PC board, game E-prom, new control panel with installed push button and user guide.

Full Court Frenzy II is itself an update on one of ICE's popular basketball games. It boasts an all-metal safety cage and melamine sides, quicker and easier assembly over its predecessor, and best of all, a lower price. It has a height requirement of 8' (adjustable to 9'), with a 33" width and 9'10" length. Like the original Full Court Frenzy, it still has the company's unique multi-positional basket.

The company also manufactures 1/2 Pint Frenzy, a smaller version

designed specifically for kids. Both models, along with every product I.C.E. makes, are E.T.L. certified as of April 18, 1994. According to Coppola, this certification meets all U.L. 22 and U.L.C. specifications for the amusement game industry, meaning all I.C.E. products are approved for placement anywhere in the USA and Canada.

In this highly competitive market, staying on top means giving customers the features they want. I.C.E.'s dedication to continually improving its products will insure that it remains a player for years to come. For more information, contact an authorized distributor or contact Innovative Concepts in Entertainment, Inc., 1501 Kensington Ave., Buffalo, NY 14215; 800/833-0481 or 716/833-0481.

ARM YOURSELF



WARNING: ARCADE OWNERS THAT DO NOT USE ARMS TO CONTROL THEIR REDEMPTION COUNTERS & FAMILY ENTERTAINMENT CENTERS HAVE BEEN KNOWN TO SUFFER FROM PARANOIA, CHRONIC STRESS, INCOME DEPRIVATION, AND MENTAL ANGUISH.

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All Of Meltec's Games Have One Thing In Common...





KNOCKDOWN

AND THAT MEANS FUN FOR ALL AGES. AFTER ALL, WHAT GOOD IS A FAMILY ENTERTAINMENT CENTER IF YOU DON'T HAVE GAMES THAT ARE ENJOYED BY EVERYONE?

FAMILY FUN CENTERS AND TICKET REDEMPTION ARE TRULY THE DIRECTION FOR SUCCESS, AND MELTEC OFFERS YOU FUN

IN A VARIETY OF



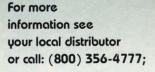
BIG MOUTH



BOOMBALL



SHOOT OUT





REPLAY'S 1994 REPLAY'S 1994 REPLAY'S 1994 REPLAY'S 1994 REPLAY'S 1994 REPLAY 1

BRAND NEW IN MPTION

The more redemption games are offered on the market, the more important it is to know "what's new." The original redemption game, Skee-Ball, arrived in penny arcades back in 1909, and plenty of equipment that dates back 20 years is still being sold today. This catalog does not attempt to cover every classic redemption machine around. Instead, we just want to give you a broad overview of the latest and greatest products to hit this part of the coin machine market since ACME.



SNACK ATTACKER Advanced Games & Engineering

305/527-0907

Notes: "win every time" crane vender in colorful metal cabinet.

THE PROSPECTOR

Advanced Games & Engineering

305/527-0907

Notes: Watch crane game in a heavy gauge steel cabinet.



MAGIC MR. X American Sammy 708/364-9787

Notes:Ttic-tac-toe ball-toss game aimed at grown-ups; bonus feature lets players match "X" at the end of the game for extra points.



COIN CIRCUS

American Sammy

708/364-9787

Notes: A coin rolling game where players aim at the open, waiting arms of a 3D clown in center of the playfield; a bonus feature rewards the player with all the fallen coins if he makes five shots in a row.

THREE RING CIRCUS

Amutronics

908/988-4499

Notes: Players spin, then stop, three wheels in an attempt to match any two, or all three, pictures of circus animals shown on the wheels.

Gameplay is enhanced by fast action and the potential for bonus points.



JUNGLE PICNIC

Bay-Tek

414/822-3951

Notes: A token-rolldown featuring animal art and sounds.



ROLL FOR GOLD

Benchmark Entertainment

305/781-8080

Notes: A token rolldown game where players send their spinning coin down twin chutes, timing the launch to hit bonus targets.



FLIPPA WINNA JACKPOT UNIT

Betson Enterprises

201/438-1300

Notes: One-player multi-level coin pusher; also available in three-player model.

JELLY BELLY

Betson Enterprises

201/438-1300

Notes: A kiddie version of their imported strength-tester, *Punch Belly.*

CANDY MAN

Betson Enterprises

201/438-1300

Notes: Candy crane with "play 'til you win" feature.



KIDDIE BOWLER ROLLER

Bob's Space Racers

904/677-0761

Notes: Scaled-down version of the classic skill game.



DINO-RALLY

Bromley

312/267-6030

Notes: A token or coin roller

with pinball-style playfield featuring seven lanes for winning, themed around the idea of "dinosaurs in race cars." You can insert one to seven coins and pick one to seven "cars."

SUPER ROCK'N BOWL

Bromley

312/267-6030

Notes: New version of Rock'N Bowl with automatic playfield sweepers.



ROUND THE BEND

Century Vending

310/532-2351

Notes: A skill merchandiser with watch prizes. Players use a joystick and buttons to control a fork, trying to thread it around a twisted metal stick without making contact.



SPEEDY MOUSE

Century Vending

310/532-2351

Notes: A hammer game that vends a prize every time (winners get a large or small eggshaped prize capsules; everyone else gets a small "superball").



HOPAROO

Classic Creations

216/527-2926

Notes: A hop-scotch game where kids follow the moving lights on a lighted floor mat.

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FEED FIDO

Coastal Amusements

908/905-6662

Notes: A hammer game where players face a three dogs sitting in little doghouses. When one of them "leaps," the player must strike the corresponding pad on the control panel, causing a "bone" to move forward and block the doggie's attack.

BING O POP

Coastal Amusements

908/905-6662

Notes: Bounce six balls into a playfield designed like a bingo card; ticket rewards for three, four or five in a line, or for multiple three, four or five in a line. Another game, *Jolly Pop*, features a playfield of 25 smiling faces.

HOLLYWOOD

Coastal Amusements

908/905-6662

Notes: Coin pusher featuring moveable skill coin entry, Hollywood soundtrack and ticket-every-time option.



ARROW ALLEY

Coastal Amusements

908/905-6662

Notes: Western themed rolldown game with a 13-inch color monitor. Players roll a ball towards six lanes while watching arrows launched at six targets on the video screen.



PIRATES TREASURE

Coastal Amusements

908/905-6662

Notes: a rotary prize dispenser; available in one- or two-player versions.



10 PIN BOWLING

Coastal Amusements

908/905-6662

Notes: A two-player bowling themed game where you hit the button to drop the moving ball; it scores like real bowling.



CAROUSEL

Data East

408/286-7080

Notes: A rolldown where players try to spell the word "Jackpot" on the backglass by landing the ball in target holes that are built into a revolving merry-go-round on the backglass.

MINI MIDWAY

Designs International

214/634-2900

Notes: A ball-toss redemption game with attendant's counter.



CLOWN ALLEY

Designs International

214/634-2900

Notes: Compact Rolldown

game.



SHARK FRENZY Dovle International

813/366-3735

Notes: A ball-toss, carnivaltype game with a revolving target.



HOOP SHOT RALLY

Doyle International

813/366-3735

Notes: A two-basket version of their basketball-toss game.

TROLL

Exidv

415/364-5201

Notes: Classic shooting gallery game with midway-style audio, optic sensors and "troll doll" targets. *Critter* version has space creature targets. (Exidy/Bulls Eye Marketing also markets Design Plus' *Striker* and *Bozo Basketball* games.)



RAGE 'N THE CAGE

The Fun Merchants

800/524-2343

Notes: A street-themed basketball toss redemption game. It gives winning players their choice of tickets or merchandise (a basketball, to be exact).



TIDDLY DINKS

GaMCO

813/366-1134

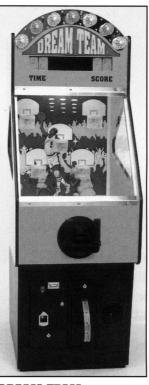
Notes: Colorful skill game in which players flip coins into different sized moving tubes for tickets.

DINO-SHOOT

GaMCO

813/366-1134

Notes: A dinosaur themed shooting-gallery game with moving targets.



DREAM TEAM

GaMCO

813/366-1134

Notes: Basketball-style ball-popper.

PENALTY KICK

Grayhound

908/370-8500

Notes: Soccer game where players compete against a time clock to see if they can hit three lighted targets. Options include a bill acceptor and ticket dispenser.



SHOOT AT THE BUZZER WINS

Hoops! USA

701/280-3054

Notes: A smaller version of the company's basketball games; durable construction allows for outdoor applications and aggressive high-volume play.



GOLF POKER

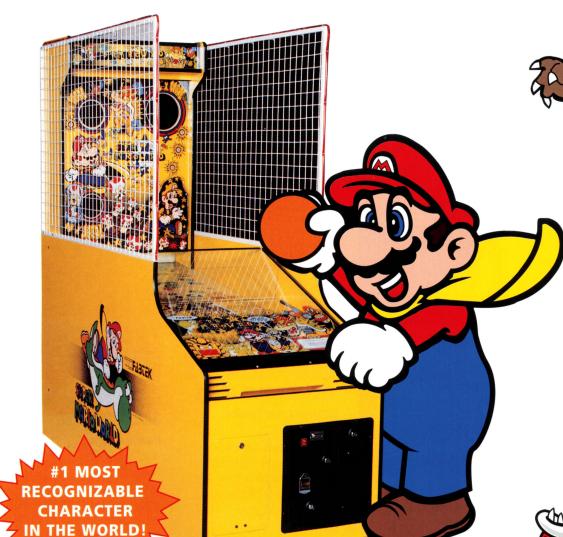
Intel Communications

305/776-1536

Notes: A combination golf and card game with rolldown type gameplay that has you putt the ball over a sloping ramp, aiming at various holes which represent different card values. Object is to build a winning hand.

PUT THE POWER OF MARIO TO WORK FOR YOU!





SUPER MARIO. SUPER MONEY. SUPER FUN.

SUPER MARIO, the most famous video character in the world, is lending his name and earning power to FABTEK for their new redemption game, SUPER MARIO WORLD. This fantastic new game features two proven money-making concepts. By combining the skill of throwing and the fun of the roll-down, this game is destined to make big money! Mom and Dad will enjoy this game along with the kids, promoting family entertainment. FABTEK has designed this cabinet with the operator in mind – it's made of durable plywood and features a Deltronic ticket dispenser.

FITS ALL REDEMPTION LOCATIONS—291/2" WIDE /801/2" LONG /79" TALL



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ALIEN COMMAND

Jaleco

708/215-1811

Notes: A two-player gun game that combines video and mechanical action. Players must fire at electromechanical UFOs, who are attempting to kidnap defenseless astronauts, and at "boss" aliens as they appear on an overhead video monitor.



SHAKE, RATTLE & ROLL Lazer-Tron

510/460-0873

Notes: The player uses handlebars to control a tilting playfield, trying to roll a ball down its length, around bars, etc., to land the ball into lighted outlanes with changing value numbers. To add another skill element, the ball is launched on a spinning rubber "phonograph record."

THE WAVE

Lazer-Tron

510/460-0873

Notes: Baseball-themed version of *Aftershock*.



WILD THING

Lazer-Tron

510/460-0873

Notes: A pinball-type game where the player tries to knock over all the targets and get balls into all the holes before time expires. The title song is played on the soundtrack.



ADDAMS FAMILY VALUES

Midway

312/267-8435

Notes: A novelty with gameplay featuring coin rolldown action on a vertical playfield with traps, targets and obstacles that offer jackpots, major and minor goals, etc.



FLYING SAUCER

Midway

312/267-8435

Notes: A coin launcher that lets players insert up to five coins for simultaneous launch.



PREMIER SKILL CRANE

Mission Crane Service

714/891-6422

Notes: Single-player skill cranes with many operator-friendly features; in Neon Red and Neon Blue color schemes in 36" and 42" sizes.



GODZILLA WARS JR.

Namco America

408/383-3900

Notes: Players toss balls into the mouth of the lizard (about 1' tall in this kiddie version). The 3D lizard model moves menacingly and roars with actual movie soundtrack noises.



SHARK BASHING

Namco America

408/383-3900

Notes: This hammer game is linkable for competition and features a shark attack theme.

ROLL-N-WIN

Planet Earth Entertainment

818/247-6655

Notes: A ball-launch game with a horizontal playfield that ends in eight gates; player must choose the winning gate and guide the ball through a maze of bumpers and wheels to get there.



What they're saying about the newest Kiddie basketball sensation:

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DINOWORLD

Planet Earth Entertainment

818/247-6655

Notes: Two *Dinoscore* games placed side by side and seperated by a rocky wall. A monster lizard in the wall comes to life and becomes a special Progressive Jackpot target when the player hits a special target.



BULLSEYE

Premier Technology

708/350-0400

Notes: A ticket-vending "redemption pinball" game (without any flippers); players takes a skill shot with the plunger, trying to launch the ball into a target setup on the upper playfield. On the lower playfield, animated cutout characters (a bull, a clown in a barrel) provide a rodeo theme.



STRIKE ZONE Purple Star

515/276-7500

Notes: A baseball throwing game where one to four players try to strike out the batter; the ball passes through a "curtain of light" which measures airspeed of each pitch. Vends tickets or baseball cards.



FIDDLE STIX

Quick\$ilver

510/895-9699

Notes: An update on the classic "ball walker" skill game where your score goes higher as you maneuver the ball further along its course between two long steel bars, which you grip with handles.



TURBO PUSHER

OuickSilver

510/895-9699

Notes: Rotary coin pusher where players aim at target holes on the playfield; set up for two-player simultaneous play.



ANIMAL HOUSE

Rainbow Crane

619/748-7157

Notes: A large (60") neon-style single crane, also available in classic black. There's also a 42" version, *Toy House*, available in the same two design schemes — neon or black.



SONIC THE HEDGEHOG

Sega

415/802-3100

Notes: A one-player coin rolldown unit featuring Sega's world-famous mascot. Players release a rolling coin to capture moving lighted target zones.

APPLE JACK

Seidel Amusements

505/821-6878

Notes: A rolldown "Twenty-One" game without the cards; instead players win tickets by collecting the apples shown on the score glass. Available with Progressive Jackpot and "Hit the Jackpot" display.

SHOOT TO WIN TWO-HOOP SPECIAL EDITION

Smart Industries

515/265-9900

Notes: Updated version of the company's two-hoop basketball game with a "winner stays, loser pays" feature.



REDEMPTION CENTER

Smart Industries

515/265-9900

Notes: A large, self-contained prize vender which takes tickets and vends merchandise. Features include a barcode reader that lets the location control the usage of certain tickets and also reads ticket values; a voice messaging system; and two bulk vendors in the large metal cabinet.



JUNGLE ZOOKEEPER

Taito America

708/520-9280

Notes: A ball-toss redemption unit in a large cabinet. Players toss balls into the open mouths of seven animals whose plastic heads emit jungle sounds.





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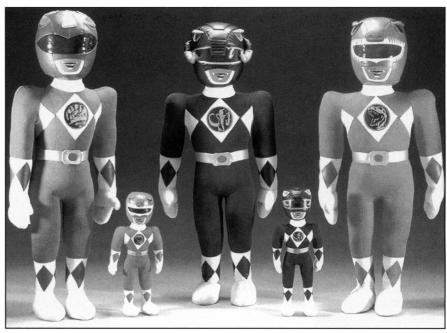
BRAND NEW IN MERCHANDISE

One of most important decisions in redemption marketing concerns the purchase of prize merchandise. Redemption operators can keep the same machines at a particular location for much longer than other coinop games as long as the items being offered as ticket prizes are chosen wisely and constantly updated. And because many of the players are young, close attention must be paid to popular trends.

We asked a number of suppliers of redemption merchandise for a rundown on what they would be offering operators this spring/summer season. The following is not a comprehensive list of suppliers, nor of what's available, but it should give the reader some idea of "what's hot" in prizes.

Hot items from **Ace/Acme** due this summer are the Loonev Tunes characters from Warner Bros., the Pink Panther in a family plush line, plus other selected novelty Pink Panther items. Also coming are many crosslicensed sports related items with the Tasmanian Devil, professional and collegiate teams, including figurines, mini basketballs and inflatables. The Mighty Morphin Power Rangers are also fighting their way to Ace/Acme in the form of plush (two sizes), superballs, vinyl playballs, pencil toppers, pins and keychains. In addition to all the hot new items coming in, Ace/Acme has a full line of redemption goodies and set-up supplies. They can be reached at 800/926-2223.

Variety is the spice of life, and at **Dan Brechner & Co.**, they cover just about any redemption merchandise need, from candy and small items for cranes to high-end electronics. Of course, they also have an extensive line of the hottest plush, along with licensed goods and souvenir merchandise with custom logos. Give



them a call at 800/645-8142, and find out why "redemption is a science."

Classic Inc. is carrying licensed Looney TunesT-shirts in both adult Pictured above, those super-popular Mighty Morphin Power Rangers as available from Ace/Acme. Below, an assortment from Laramie Interests including Disney figurines.





and childrens sizes. But that's not all folks! They also have licensed sports hats and shirts. In fact, they handle all types of licensed T-shirts, from your favorite rock bands to environmental themes. Along with apparel, Classic stocks a plethora of novelty items for any kind of crane and top quality plush pre-mixes. For details, call 908/341-3361.

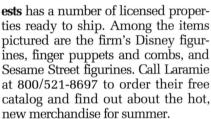
The folks over at **HMS Monaco** have a good eye for the latest trends. This summer they're featuring a full line of Mighty Morphin Power Rangers merchandise, including but-



Pictured at left, World Cup Soccer sippers from One-Stop Redemption. Above, Oriental Trading's Redemption Starter and Birthday Party kits. Below, adorable Flintstones merchandise available from Play-By-Play. Licensed stuff is hot!

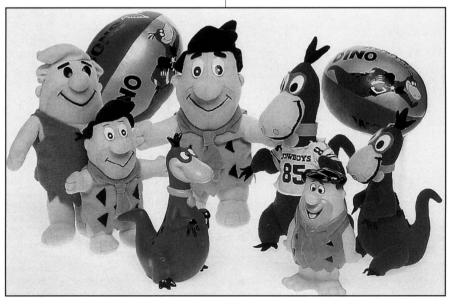
tons, keychains, rings, posters, plush and more. Other licensed items include Flintstones merchandise (featuring baked enamel keychains and necklaces), World Cup Soccer goodies (just in time for the nine-city summer tour), Major League baseball collectables and Mortal Kombat T-shirts (great for tournament or redemption prizes). A hot fashion item for today's teens is '60s-style jewelry, and HMS Monaco's got 'em. For a free 24-page catalog, call 212/691-9000.

Along with their great line-up of small toys and plush, Laramie Inter-



As its name implies, One Stop Redemption has an extensive assortment of unique products in a wide variety of categories. This company specializes in answering the merchandise needs of arcades and FECs, from the smallest hardgoods to home electronics and plush prepacks. Official NFL Street Hockey Starter Kits, authentic Wiffle Ball sets, 5" Simpsons figurines and World Cup Soccer sippers (pictured) are just some of the hot items lined up for spring and summer. They're also carrying a nice selection of Star Trek collectables (just in time for the summer movie release) and a number of licensed products. For more information, call 800/562-2002 and ask about their colorful 27-page catalog.

Oriental Trading Co. is promoting their Spring Redemption Kit (pictured), featuring an international flag soccer ball, baseball canteen, watergun assortment and 25 other great springtime items all at a special price. In addition, the firm offers Redemption Starter Kits and Birthday Party Kits throughout the year. They also have various kites, waterguns and other outdoor toys for the season. To find out more, call Oriental Trading Co. at 800/228-8884.



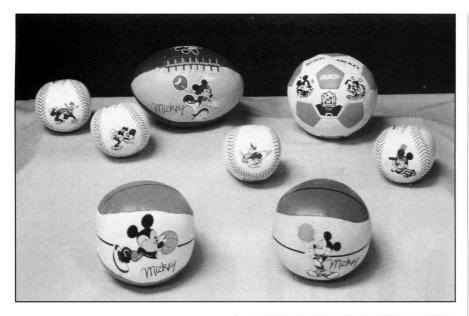


PRESENTS

EVERY REDEMPTION THE SHOULD HAVE, CENTER

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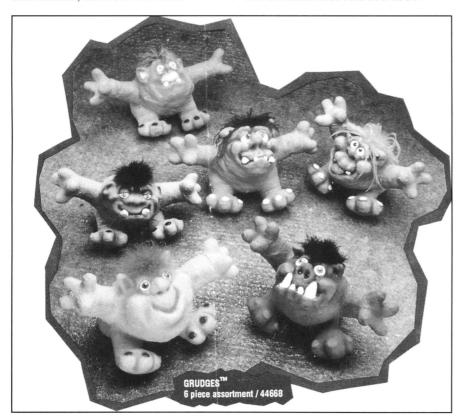
The Way of the Future 1-800-562-2002



Yabba Dabba Doo! Just in time for the release of The Flintstones movie this summer, Play-by-Play is stocking Flintstones's plush and PVC figurines (pictured), as well as removable tattoos. They've also got those adorable plush Coca-Cola Polar Bears (and other licensed Coca-Cola goods), which coincides with the tremendously successful ad campaign running throughout the spring and summer. The company has over 1,000 of the most current novelties and toys designed specifically for redemption, and over 2,000 crane items. For more information, call 800/426-2211.

Above, Prizes! completes their sports related merchandise round up with these licensed Team Mickey items. Below, Rosette's Creatures of Delight, Grudges.

Playball! is featuring assorted comic books, including such favorites as Batman and Superman. They're also handling a full range of sports and non-sports trading cards with many brands and years, such as Fleer Ultra Stadium Club and Mighty Morphin Power Rangers. As for plaques, they carry three different sizes of sports and super-hero plaques. They can be reached at 612/551-2565.



Sports related merchandise has always been a hit with players both young and old, and **Prizes!** has the bases covered with MLB softee baseballs, NBA softee basketballs and NFL softee footballs — all in two sizes. Other hot items include licensed Team Mickey balls, Grand Slam Starcaps (an MLB baseball with cards in a large helmet) and softee college footballs with team logos. The plush line-up features Fat Dragons, Sport Player Trolls, Wedding Couple Trolls and Wizard Rat. For details, call 'em at 800/992-2388.

"Creatures of Delight" are licensed soft rubber toys offered by **Rosette**. Pictured in one of the three different available assortments, they're molded individually and hand painted in bright colors. The next delivery period is mid-June. For more information, call 800/426-6665.

Star Track is taking no chances by making sure they have the most indemand licensed redemption products for the summer. The list includes Flintstones "the movie" plush, keychains, mugs and toys; cool Beavis & Butthead stuff; World Cup Soccer items; Coca Cola goodies; Power Ranger plush and paraphernalia; and Looney Tunes watches, keychains, clocks, ect. They also have a vast selection of jewelry, novelties, candy and merchandise. Call their main office at 800/733-5013.

Along with their popular Baseball Packs and Looney Tunes Packs, Success Plush is highlighting the "Reptile Tee" this spring/summer. These first-quality T-shirts are rolled and painted to look like your favorite reptile! They're available in Snake, Alligator or Seahorse styles. For details on this neat looking scaly wear (and their other seasonal items), call Success Plush at 800/396-8888.

Superior Toy & Novelty can always be counted on to have something unique. This year, they've rounded up a cute and cuddly assortment of Western Bears and festive new Soft Clowns. The firm has a whole new line of seasonal and "generic" plush, and also manufactures display animation for FECs and game rooms, with custom designs available upon request. For more information, call them at 800/821-7565.



Each month — generally the last week — AMOA members receive either by FAX or mail a report on issues impacting the coin-op industry. The report , called AMOA "News Flash," is compiled jointly by AMOA's Washington office and AMOA's Government Relations Committee.

Insightful and informative, AMOA "News Flash" updates members on the status of legislation and regulations impacting the industry. In short, a monthly insider hotline to the inner workings of the nation's capital!

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FAMILY FUN CENTER REDEMPTION GAMES



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SPRING SURVEY

Most all U.S. Centers shine with ticket games

usiness is up, and so is family traffic at the nation's game rooms. In a mail questionnaire sent to U.S. arcade operators and managers across the land, *RePlay* has determined that ticket redemption games are not only profitable unto themselves but a calling card bringing players of all ages and genders into a place that can quite rightly call itself a family entertainment center.

Without doubt, redemption games along with cranes and rotaries are favorite machines among the ladies, the teeny boppers and the little one. And while that mainstay of the arcade, the male teenager, isn't ready to turn to redemption and away from his video, the survey shows that as he gets older, he'll drift in that direction a little bit more.

Are there any "warts" on redemption's "pink cheeks"? Sure. There's some worry over the token rolldowns taking too quick a quarter for the skill

involved, some new behavioral problems like some teens swiping tickets and prizes, and, as always, there's operator griping about the cost of these rigs (and in some cases, their structural disability).

But the pros outweigh the cons by a long shot and the operator population is generally pleased that this old concept is shining so nicely today. And, they expect it to shine that way for a long time to come...in some opinions, forever.

The game center people who contributed to this survey come from all levels and angles on the arcade business, with the accent on those who run complete game rooms. We have a few from the bowling centers, but mainly they come from the malls and shopping centers, the big and little parks, the boardwalks, tourist places and those dedicated free-standing buildings and stores on a street strip. Here's our survey (and theirs):

BUSINESS HEALTH

ompared to this same time period last year, business at the surveyed game rooms right now is:

UP							. for 53%
SAME.							. for 32%
DOWN.							. for 15%

How much of the total amount of money spent at today's game rooms comes from family-type customers?

64% say family traffic accounts for between **25**% and **50**% of their overall business.

30% find that over **50%** comes from family clientele.

6% get less than 25% from families.

Is family patronage on the rise? Yes, and substantially:

91% of the game rooms find it GROWING.

6% see the patronage as STATIC. **3%** see an actual DECLINE.

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ARCADE REDEMPTION POLL

How about teenage business? According to this survey,

45% of their overall game room business comes from teens:

10% even say teen patronage is GROWING.

63% find it running about the SAME.

27%, however, actually see it DROPPING.

FAVORITE TOYS

W

hat's hottest with the various player demographic groups

these days? Here's how it shapes up, according to this game room survey:

Teen Male Favorites

- 1. video games.
- 2. table games (e.g. pool).
- 3. sports games.

Teen Girl Favorites

- 1. redemption.
- 2. novelties.
- 3. cranes.

Adult Male Favorites

- 1. pinball machines.
- 2. sports games.
- 3. video games.

Adult Women Favorites

- 1. redemption.
- 2. pinball machines.
- 3. cranes/rotaries.

Little Boy Favorites

- 1. redemption
- 2. video games.
- 3. novelties.

Little Girl Favorites

- 1. redemption.
- 2. cranes/rotaries.
- 3. novelties.

So, if anyone is still looking for that type of machine that appeals to the fair sex, we think the industry's found it in ticket redemption. A closer look at the survey figures show redemption coming up #4 for adult men. But as far as the teenage male (our number one player) goes, it's "gimme video, man!"

37¢ ON THE DOLLAR

hile many game rooms today find that ticket redemption machines plus cranes and rotaries accounts for well over 50% of their business, the averaged-out figures for the whole poll show:

30% of the game rooms' total year's income stems from ticket redemption.

7% of the yearly intake comes from cranes & rotaries.

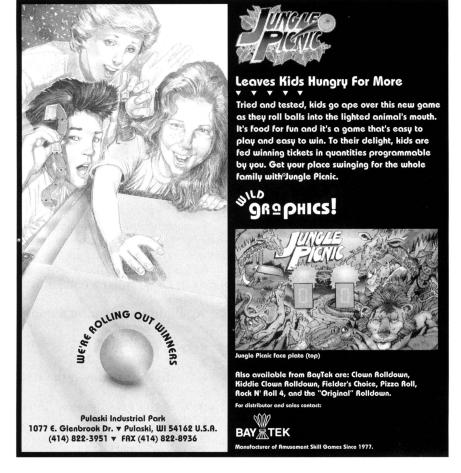
But that could change. When asked where overall player interest in ticket redemption is heading...

81% of the game rooms find it PICKING UP.

18% feel interest is STATIC. **1**% say it's FALLING OFF.

On cranes and rotaries, however, here's the situation at the surveyed game rooms:

54% are experiencing a FALLOFF of interest.



41% see player interest STATIC. **5**% sense a PICKING UP.

TAKES SPACE TO HAVE FUN

edemption and prize machines normally take up more square footage at the game room than the more bankable videos and pintables, especially if you include the necessary aisle space, prize counter and prize display. The averaged-out floor space consumed at our surveyed game centers came to...41%.

Statistically, that means 41% of the business floor is devoted to equipment earning 37% of the gross take. But what it doesn't factor in is the promotional value that redemption and prizes offer to attract the broad generational mix of clientele...in itself, perhaps the best "ad" any arcade could ever "run". Also, it does not include any "profit" made on the marked-up value of some prizes.

MAINTENANCE

edemption operations take up space. They also take up a lot of the attendant's time to keep running, though not as much as some would think (a coin mech jam is a coin mech jam, regardless of the machine it's controlling). The average percent of the game rooms' total cost in servicing redemption machines (parts and labor) was pegged at 40%.

When asked for the most common service problems they encounter with ticket redemption machinery, the most frequently mentioned were:

- 1. ticket jams (by far, biggest problem).
- 2. loading more tickets after the machines run out.
- 3. fussing with game balls (either jammed, stolen or mixed up in some other game).

THE PRIZE STASH

e asked the operators to give us an idea how much they carry in prize inventory at each of their centers. The numbers on the survey questionnaires yo-yo'd from as low as \$200.00 to as high as \$15,000! However, the most frequently mentioned inventory value was \$5,000 and the averaged-out answer over the whole survey pool came to \$4,300.

As far as trends in prize redeeming go, the majority of today's players still want that instant gratification... meaning, they'll cash their tickets in before leaving rather than save them up for a larger award.

One of the bigger mall chains finds that 80% of it's prizes are awarded for 20 tickets or less. Another operator said 80% of his awards are in "slum" merchandise, things 30 to 75 (1¢) tickets can win.

By the way, in case you didn't know it (because we didn't), about the biggest low-end prize given out today is **candy!**

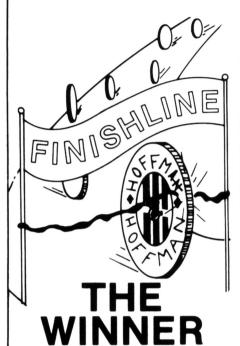
In medium-range prizes, licensed products (like Warner Bros. character stuff) is popular, as is anything related to sports (balls & pins, for example), plus hats, t-shirts, jewelry and watches.

But while many players (especially kids) cash in whatever they've won during their visit, a whole lot of older players are saving their tickets up for the more high-end merchandise these days. We asked the operators for examples for their most expensive high-end goods and here's the list:

- 1. color TV sets.
- 2. radios, including Walk Man, boom boxes and goofy sets.
 - 3. great, big plush animals.
 - 4. bicycles.
- 5. home appliances like microwaves and toaster ovens.
 - 6. stereos & CD players.
 - 7. home video systems.
 - 8. telephones.
 - 9. VCR players.

(and for #10, a whole bunch of stuff from camcorders to calculators, gumball machines to tools for pop,

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even Armani figurines and a fishing rod/reel combo).

PERCENTAGING

he majority of operators percentage their redemption equipment with care to make certain the number of tickets coming out makes sense with the number of tokens going in. Fully 93% of the game rooms are monitored in that fashion and in most cases (but not all), adjusted up or down to make sure the company and the player get their fair share.

We said tokens or coins. Actually, **58%** of the game rooms covered by this survey use both in their operations, while 31% only use tokens and 9% only coins.

Now, 73% of the game rooms have an item, or two or three running on a bill acceptor. The most common dollar games are:

- 1. videos (and not just deluxe sitdowns and Mad Dog, but hits like Mortal Kombat II and NBA Jam).
 - 2. cranes.

ARCADE REDEMPTION POLL

- 3. photo booths.
- 4. pinball machines.
- 5. basketball cages.

What's the thinking on the use of debit cards? Only one of three game room managers are even thinking about using them right now while the rest say they have no interest. Actually, one of the chains said they tested them in the past but found "no advantage to using them".

TOKEN **ROLLDOWNS**

he darling of redemption machines to many these days is the token (or coin) rolldown...no balls, no hammers, just the token itself slipped into a slot and directed at a target. These are fast "token eaters", as one chain operator called them, and at a whopping 96% of the game rooms, these machines are set to give out a higher percentage of tickets than on other games...that's

Asked for their personal opinions on these kinds of games, many consider them consistently good money makers that don't take up too much space. Others, while loving them, wonder if they aren't a tad "gray". And, of course, there are a percentage that don't operate them. Here are some kudos:

"While these games dispense more tickets, they also earn substantially higher income. Tickets dispensed are in line."

"Set at 40%, they can do \$1,000 a week in a good location."

Now, here are some negative attitudes:

"I don't understand why they're so popular."

"The kids lose their money too

"A lot of customers lie about what they hit (& there's no way to verify it."



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"Is there really any skill?" and finally, "You make the customers happy but you're lucky to break even."

EQUIPMENT BUYING

uring which seasons do these game rooms buy the most to the least amount of new equipment? Here's the ranking of the hottest buying months to the quietest:

- 1. spring.
- 2. fall.
- 3. summer.
- 4. winter.

Where's the buying action been this season? According to this survey, the following classes of machinery have been getting the investment dollar and in the following order:

- 1. ticket redemption.
- 2. deluxe videos.
- 3. standard uprights & video kits.
- 4. pinball machines.
- 5. sports games.

Buying seems to be a tad up. When asked how much new stuff they've been buying this season compared to the same time last year...

56% have been getting MORE. 18% about the SAME amount. 26% have been getting LESS.

REDEMPTION WINNERS

ccording to this survey, the most profitable ticket redemption game out there

earning money on location is: Wheel 'Em In (Bromley)

The top machine with kids is: *Wacky Gator* (Data East)

Tops with male teens is: basketball (no special make mentioned)

Tops with girl teens is: *Skee-Ball* (Skee-Ball)

Tops with women is: *Skee-Ball* (Skee-Ball)

Tops with adult males is: Wheel 'Em In (Bromley)

BEHAVIORAL PROBLEMS

nly about a third of the responding operators said they suffer any player misbehavior linked to ticket redemption games. Those that did ran the spectrum from one California operator who said "you could write a book about this" to the Jersey gentleman who declared "almost everyone cheats, so let them."

Specifically, the number one problem seems to be players lying about the amount of tickets they got or saying none came out. A close second is cheating on games (like on *Bowler Roller*) or ganging up (like three or four banging on *Wacky Gator* at the same time).

Other problems included kids trying to pull extra tickets causing jam

ups, some selling tickets for cash to other players and even reports of some teens trying to steal prizes from the showcase. But as mentioned, the majority of the centers seem to suffer little or nothing with respect to redemption behavioral problems.

TOP FACTORIES

inally, we asked for their number one favorite among the long list of redemption equipment manufacturers, and the winners are:

1. Lazer-Tron, Inc.

(for innovative product, structural quality, profitability and service followup.)

2. Smart Industries

(for attractive appearance, service ease and factory support.)

3. Coastal Amusements

(profitability and equipment appearance.)

Significant runners up were Betson, Bromley and Skee-Ball.

THANKS FOR THE HELP

ePlay would like to recognize some favorites of its own...the game center owners and managers who took the necessary time to complete what one operator told us was a rather difficult questionnaire, considering that he ran a string of locations. So, thanks to all for contributing their time and their data. We hope the tabulated results prove helpful to them and to all our readers.

MORE TO COME

n the pages that follow, a fair number of game room operators talk about their own personal "burning desires" in our Likes, Gripes & Swipes feature. These backpats or blasts give veterans and newcomers alike a good taste of the trenches. We think it's all very enjoyable reading. —ed.



LIKES, GRIPES & SWIPES

personal thoughts from respondents complete our arcade redemption poll

edemption is the "fun" part of the amusement business. I love it all, from shopping for the prizes to supervising the display for the items. If properly done, redemption is a win/win situation. Your customer is happy with the action and the play and prizes. I'm happy with the revenue.

The "bait" is the most important thing about redemption and bait is the type of prize and its proper display. The average age of my redemption customer is older...mostly young adults...so, for them to spend \$20 to \$30 is not uncommon."

Lee Prantl Family Amusement Center Salem, Oregon

edemption, hell! Parents hate going for prizes. The kids take forever. You hear comments from parents like "If I had known you were going to get tickets, I wouldn't have let you play." Parents have dragged kids out rather than submit themselves to the counter.

There is a growing resentment because of kids dawdling. The smaller amount of tickets they have, the longer they take. Other complaints? Most companies overprice the games. Some games have bugs in them. I also dislike dealing with low quality parts on some games, especially at stress points.

Dennis Atkinson Memory Lane Arcade Frankenmuth, Minn.

edemption is where it's at now! The home systems have hurt our standard video uprights substantially. However, we need to be extremely wary to make sure we're still providing fun and entertainment rather than just giving out prizes.

Our gross has been stagnant, but our bottom line is down because of the cost of operating redemption. (But) To be a true family entertainment center, you need redemption. The son plays *Hoops*, the daughter *Skee-Ball*, dad *Wheel 'Em In* while mom loves to sit down...in front of a *Bingoreno!!*

Robert Blais Fun World Lake George, NY eing a small operator in a low income mall, I'm unable to purchase costly redemption pieces. One dual *Whac-a-Mole* for \$10,000? That's ridiculous."

Anonymous Wisconsin

y family has been in the redemption business for over 40 years. It's hard work, time consuming and expensive. I've never feared the competition in redemption because they aren't willing to face all three. And a fourth factor is giving the customer a chance to win a prize while not having to pay 4-times the value of the prize itself. A "reasonable" gift shop tries to double their dollars spent on an item, plus 20%. I think that translates into a fair formula for redemption operations.

But, in spite of all our "experience", we still have to be innovative from the day we open all thru to Thanksgiving. I have to admit that operators who charge 4-times what we charge for prizes are cleaning up. But, as long as we are the owners, we'll give a fair payback, even if it hurts a bit on games like *Wheel Em In* and *Rock N' Bowl*.

Over the years, our customers' comments have gone from "there's nothing but junk for prizes" to "it'll take forever to win a color TV!"

We were the first arcade to use candy for prizes. But, everyone copies "good ideas" just like Wal-Mart does, so you always have to be thinking of something new to stay ahead (or try to).

Richard Smith Wonderland Arcade Old Orchard Beach, ME

verall, I think we need to keep skill as the #1 play factor, not luck such as on the pushers, etc. The manufacturers need to test the reliability of their pieces before they are sold. This will help to leave a good taste in the mouths of operators and players alike.

Anonymous Minnesota e don't like to see little children (10 and under) playing games like *Rock* N' Bowl, After Shock, etc. as there isn't as much play appeal as there is in Skee-Ball, Big Bertha, Whac-a-Mole, to name a few. Parents give their children, say, five dollars. That can be spent in a matter of a few minutes on token rolldown games.

We deal with the same customers day after day, week after week. So, we have to be keen to the fact that parents want their children entertained a little bit longer for their bucks.

Jim O'Hara Mid-Way Lanes Vestal, New York

have a real problem with rolldowns that can be "zoned in". A customer gets the mech lined up in the perfect spot to reap maximum tickets and then it's "off to the races". Plunk! Plunk! The tokens go screaming down, one after another.

On a game like *Rock 'N Bowl* or *Wheel 'Em In* where you take the chance of actually losing money (dispensing 75 tickets for a single coin, etc.), every operator sweats while hearing the dispenser go into overdrive delivering tickets.

There has to be a fail-safe to prevent "zoning in"...something that teases the customer, makes it

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worthwhile to them but doesn't cause the operator agony!

Dave Williams Neon Arcade Fresno, Calif.

fter being in redemption for two years, I'm out. I have never seen so many mechanical failures on machines in my entire life. The price of equipment is outrageous compared to the value. The notion of holding value well above a standard video is ridiculous. The best deal I could work on less than two-year-old equipment was 25% of purchase price.

My average per week for redemption was 25% to 30% of my gross per location. Sign me...

Got on the Bandwagon and Feel Really Ripped Bakersfield, Calif.

ome games are too complicated for the smaller kids, so the manufacturers need to make the games easier for the kids to understand. My biggest complaint is that there are games coming out that require very little skill to play and the kids can lose their entire allowances as quickly as they can shove the quarters in (like on the pushers and coin rolldowns). Gotta give kids a bang for their buck.

I want to make money the same as the next guy, but I don't like seeing a lot of parents giving kids \$5.00 and then seeing them exit the game room in ten minutes. This is upsetting to parents. Games need to be more interactive.

Finally, games are becoming more and more expensive. My hat's off to Smart Industries for actually producing redemption games at a reasonable price that all ages are playing.

Tracy D. Etter Camp Hill Fun Center Mechanicsburg, Penn.

edemption is the future of coin-op! It is now only showing the tip of the iceberg! We have not yet introduced future concepts for redemption...sound and mind control, network-interactive operations, 4-dimensional concepts, etc.

Many locations have purchased the wrong redemption games for their customer base. Others don't upgrade their redemption games. There are so many new and great games out. (And) it's no longer true that redemption games can stay in the same location for years and years. They need to be rotated just like video games, although at a slower rate.

Frank Seninsky Alpha-Omega Amusement Edison, New Jersey

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personally love ticket redemption. The children leave the arcade with a prize in their hands feeling they've won something. Most teenage males are into MK II and Super St. Fighter, and in some cases, even the girls are. So, redemption is what's hot for the family people visiting our

Keeping the games up and full of tickets can be a full day's job, but we're here to see everyone has a good time in a safe place.

Alice Parker Johnny's Fun Center Dale City, Virginia

edemption is a hugely unpredictable aspect of the coin-op business. First of all, what do you call your place. An "arcade"? A "family entertainment center"? A "family fun center"? There are lots of choices and it's hard to tell what your customers are used to, especially if they're tourists.

Secondly, if you plan to stay on the cutting edge, you must have the hottest prizes and the best selection of merchandise to choose from. Who knows what's going to be good? Of course, you'll always have the old standbys. Next, what games do you choose? Not too many operators have an unlimited budget or space that "grows" when you add more.



I guess you have to use your head and study the market to make your best decisions. Always expect to make a few bad choices, but get over them and move on. We've been fortunate here at the Fun Plaza with good business over the last few years. That has enabled us to grow and expand. RePlay has been a great help for advice and information. Thanks.

James Waldorf Fun Plaza Myrtle Beach, SC

PS: We have approximately 250 games in our 30,000 sq. ft. arcade; we also have two snack bars, two gift shops and various rental booths

ach game center owner has to look at the type of customers that patronize their particular location. Also, operators must standardize ticket payouts on all redemption in the arcade. Getting "hot" redemption prizes like slammers, Mighty Morphin Power Rangers, handcuffs, attractive key chains, etc. will attract kids to ticket redemption. The location needs a wide range of prizes for one ticket up to 2,000 or more. Some electronics, plush, games, novelties are good. Redemption requires a headache of repairs, just like pinball, but they're what's required if you want a well-rounded family fun center.

Ken Beck Southern Hills Golfland Stanton, California

wo of my "hot buttons" in the business today are "equipment quality" and "service after the sale". Sure, the price of equipment is important. But price alone won't matter if you can't get the parts or service to support your investment on a long term basis.

We are very fortunate within the Showbiz/Chuck E. Cheese system to have a superb group of vendors both in the manufacturing and distribution arenas. I believe that each game we buy is the most important purchase, and with all of our business needs, we are

very fortunate to have such great support.

We have games on location from several manufacturers that are over 15 years old. They are still making money and any part necessary is still available. My theory is that with long term investments, those suppliers who provide us with all of the necessary support will benefit as we will be in a much stronger position to purchase additional equipment. And we will certainly want to patronize those with a proven

This may sound like a "plug" for some companies, but I greatly appreciate all that is done by suppliers who support the Showbiz/Chuck E. Cheese system. They are terrific!

Gene Cramm Showbiz Pizza Time, Inc. Irving, Texas

e are new to the business and have been perplexed with needed repairs and with ticket jams, ball jams and the need to change the coin mech.

Anonymous Mississippi

ood redemption concepts have come onto the market in recent months. But, simply put, a lot of them lack polish and have a "garage look". A high percentage of redemption game manufacturers do not understand fundamentals like percentage throw and hit frequency. Games are being marketed on their gross earning power, not their net as they should be.

Overall, However, our sense is that there are so many manufacturers in the redemption business today that market pressures will rapidly force the needed game+quality improvements. (By the way, one reason for the big population in the redemption manufacturing arena is the lower "entry costs" compared to making video or pinball).

The Darwinian struggle that will take place among all redemption machine manufacturers will ultimately benefit the customer, the operator and, presumably, the surviving manufacturers.

Kevin Hayes Namco Operations San Jose, Calif.

ll redemption games should be thoroughly tested before they're shipped from the factory. I bought a Wheel Em In that was a #1 money maker, but due to the design, it was continually down. After complaining, they offered to sell me a retrofit, whenever it became available.

I wrote a letter to Lauren Bromley herself. She sent me the kit free of charge. Manufacturers and distributors should stand behind their products. Ms. Bromley did, and I have since bought two Rock 'N Bowl's. If she hadn't, I probably would never have bought another.

Redemption games, by their very nature, will be around for years and years. So, build them like a Mercedes (or an army tank) so they'll last and still look good in five or ten years. No particle board or thin plastic. And make a ticket dispenser that doesn't jam or malfunction. You'll get rich because everyone will want to buy them.

Jim Hafner Silver Wings Ballroom Brenham, Texas

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FRANK TALK

BY FRANK SENINSKY



his month's column will briefly cover several key topics: redemption; the ACME show (which is largely also about redemption); hi-tech; video violence; and industry standardization.

Redemption: These days the redemption market is taking a direction that confirms a belief I've held for a long time. The more successful redemption becomes, and the more redemption product that arrives on the market, the more we have to oper-

ALL ABOUT REDEMPTION, VIDEO VIOLENCE, HI-TECH & NEW STANDARDS ate redemption like video! That means more frequent rotation of redemption games between and within centers, plus upgrading of

newer, fancier versions of old redemption classics.

I predicted this several years ago and today leading redemption operators like Norm Pink confirm it (see interview elsewhere in this issue). Unfortunately this goes directly against the claims of some redemption manufacturers who promise that you can leave the same product in the same spot for years.

Nevertheless, redemption remains one of the greatest ideas I've seen in this industry. Every generation of kids comes along and falls in love with winning tickets and merchandise...capitalism at its best! In this country redemption can probably last forever, and in other nations it will go wild very soon now. As the world grows more complex and the global economic forces make the relative power of the individual shrink, people will look for self-fulfillment more within themselves and this will lead to a growing quest for "achievement" in the symbolic arena of entertainment. That's good for us!

I wasn't present at the ACME Show due to attending AMOA's board meeting at the same time, but many said it seemed like one-third of the exhibits involved redemption. Small U.S. manufacturers have jumped on this growth opportunity and I believe they will enjoy very good results. Larger coin-op manufacturing firms which are "dabbling" in redemption must take it more seriously and devote themselves to becoming true experts...once again, because this is the direction the market is going.

ACME: This was the first major U.S. trade show I've missed in my career, not on purpose but because of a schedule conflict which couldn't be helped. The first question is always "hits of the show." My picks for AMOA Expo '93 were Williams' Addams Family Values which returned to ACME and my tests indicate it's one of the best I've seen. Two more in the pachinko-type game category are Romstar's Goofy Hoops and Bromley's Dino Rally. Both look very promising indeed. Another of my



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FRANK TALK

AMOA '93 "pick hits" was Fabtek's *Raiden II* and now it's at the very top of the software chart.

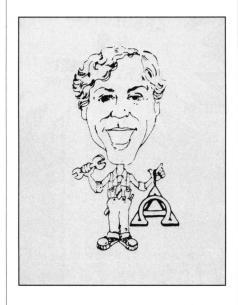
Also excellent were several coin-drop games like Sonic the Hedgehog, Benchmark's Roll for Gold, and Coin Concepts' Home Run Hitter. Notice, most of

these are classic games from years ago that have been freshened with modern technology for today's fast-paced redemption market! Lazer-Tron's roll-down game Shake, Rattle & Roll is another great game. I liked QuickSilver's "ball walker" called Fiddlestix and Betson's Rage in the Cage which dispenses basketballs.

In the video category, many good games were offered but in today's market a game must be "excellent" before operators even look at it. That may impact sales of Electronic Arts' first coin-op title, BattleToads. It's good but is that enough? Midway's NBA Jam Tournament Edition is a must. Sega's Daytona USA and a few more upright Virtua Fighters will be on our buying list, as will Namco's Suzuka II and Ridge Racer. Strata's BloodStorm will be a top-earner but keeping in mind that games may be rated for violent content by September, I'm taking a cautious stance. Dynamo's Solitaire Challenge looks like an excellent street piece but I'm checking out the price before I invest.

Overall, ACME offered plenty of good product to choose from. However, there's not that much pressure to buy the latest video games, no matter how good. This is because so many earlier video titles are still earning well! This gives me an opportunity to put more of our "buying budget" into redemption games.

Video Violence: The multiindustry group dealing with this problem is now called the Interactive Digital Software Assn. (IDSA), headed by Jack Heistand from Electronic Arts who was the chief witness at the March 6
Senate hearings. A meeting of IDSA took place on April 6 in at the Hyatt in San Francisco.
Attending for AMOA were myself and AMOA government liaison Laura Olson; from AAMA we had associate director Elaine Kreiger and WMS's Joe Dillon. ALG's Stan Jarocki also attended. John Nakahada from Sen. Lieberman's staff was also present and participated.



IDSA includes "charter members" like Acclaim, Atari, EA, Capcom, Sega, Sony, Konami, Nintendo, Viacom, Virgin, Philips, and Crystal who have automatic board representation. "Full members" (any other firm that joins) can nominate members to the board.

Dr. Arthur Pober, formerly with the Better Business Bureau, has been hired to head the independent ratings board. Over the next 90 days or so, he'll meet with all the industry reps to finalize a proposal for how ratings will decided and applied. Dr. Pober will supervise a group of anonymous "raters" who will do the actual work of pre-screening and evaluating games.

AMOA and AAMA will meet on May 2 in Chicago, to map out our strategy prior to a joint meeting with Dr. Pober (later that same day) to explain coin-op's needs and views. Based on my participation in San Francisco, Dr. Pober seems like a good and reasonable person. It was nice to hear from John Nakahada that he does not believe the U.S. Senate will make any demands on the industry which are commercially unreasonable.

On the whole, after the April 6 meeting I believe our industry is dealing with this issue very effectively. Coin-op's voice and concerns will be heard. It appears that ratings will be sophisticated enough to give our manufacturers some room to maneuver and place their product in the category that's best for them. It's not going to be black-and-white, heavy-handed government censorship.

One more issue involving video violence: several individual state governments have bills pending (or passed by the legislature as in Washington State, although the governor vetoed it). AMOA and AAMA didn't know about this, but some other ISDA members knew about it for six months! It's quite a benefit for coin-op to be tied into a group which has its antennae out gathering information. Also, it's useful for these related industries to learn more about coin-op, so the video violence issue is yielding some unexpected but very positive results for us all.

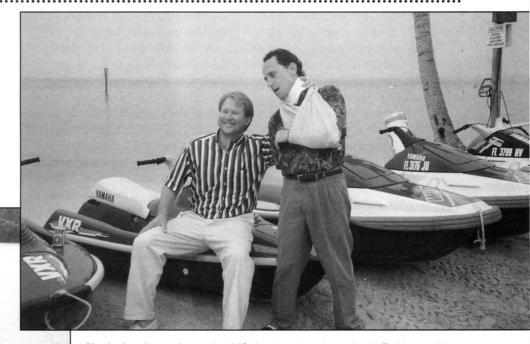
Hi-tech: We're seeing less emphasis on the standard 25" upright video. Why? Partly because consumers are bored with it, but partly because manufacturers are conditioning the customers to want more, more, more. Japan, Inc. in particular has been pushing coin-op for years toward large, hi-tech novelty in the world of video. Other forces (such as the emergence of networked games; see below) are pushing toward smaller standardized products.

Also, many new companies like Acclaim and Electronic Arts want

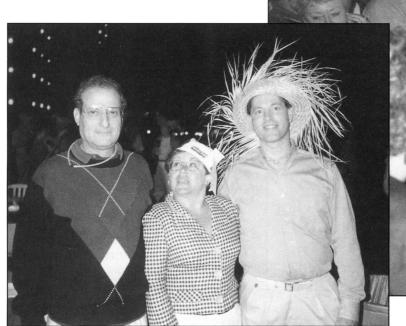
CANDID PHOTOS FROM AMOA'S WINTER BOARD MEETING

by Frank Seninsky

The AMOA board meeting was the smoothest I ever attended or heard of. Teamwork was the order of the day; the "30-something" group has honored its commitment to make the board an open, democratic, cooperative body. I'm delighted!



Clockwise from above: At AMOA's winter board meeting in Florida, president R.A. Green III could not help crashing into Gene Winstead during a wave-runner exercise. Luckily Gene was not injured (despite this gag shot). However, R.A.'s wave runner was sunk. Otherwise the board meeting was "smooth sailing"! ◆ ◆ ◆ Smiles and laughter as AMOA board members watch the Crab Races, with over 100 entries crawling for the finish line! ◆ ◆ ◆ The crab backed by AMOA attorney Roy Wolff (left) finished first in the crab race. Frank the Crank (right) backed the second-place finisher, while the lady in the center backed the third-place winner. ◆ ◆ ◆ Why swim, when you can ride an Airboat? From left, that's Doug and Nancy Gapter, Karen Nagel, Violet Anderson, Frank Seninsky and Glen Anderson.



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FRANK SENINSKY

to use coin-op as their test market before selling to the home. Nintendo is returning to the coin-op market for the same reason, and WMS says it will maintain an emphasis on coin-op even while it expands its home game business. In future years we may find that 25"

cabinets are still here, but they will be universal terminals into which software is downloaded over the phone lines!

This leads to the subject of NANI, AMOA's National Amusement Network. The basics of how NANI will work are described in the news story at the start of this issue. The Crank participated with other AMOA board members in a week-long session at Electronic Data Systems in Detroit to plan the roll-out of NANI which will follow the two-state pilot program. We decided details of what a NANI-compatible video cabinet will look like, what components will be included, what they will cost, etc. We also put more depth into plans and options for tournaments, marketing, advertising and other requirements and capabilities of the system.

My basic reaction to the whole NANI project is that it looks extremely promising. It's an incredible process and I'm glad AMOA is taking charge of it and running it for the good of the operators. I can see myself installing a couple of NANI type cabinets in each of my

major locations to start; then we could expand the number of cabinets per location dramatically as additional services and profit opportunities come on line. As currently planned, NANI will not threaten the role of distributors in our industry. Like AMOA itself, I support distributors and will work to keep them a vital part of the coin-op market chain.

Standardization: A March 16 meeting at the ACME show was chaired by AAMA's Standardization Co-chairman Richard Ditton, and was attended by about 60 people. A new standard has been adopted requiring all machines shipped in the U.S. to be approved by U.L. or ARL. An anti-stringing standard is under development to keep kids from dropping coins down a chute with a string attached, and obtaining free credits. Lou Rudolph has submitted his report on how to increase game security by building stronger or better-protected cabinets, cash boxes and control panels. One problem: U.L. currently requires access through a back door. We'll work with ways to improve this area, especially with PCBs being stolen right out of games these days.

Also under development is a new standard to make it easier for operators to hook up large-screen TVs to games. Herb Foss gave a talk on European compliance; one of the committee's members will attend a big conference on that subject next month (June) at the University of Wisconsin.

After two years of effort, we're not really getting anywhere with manufacturers on a standard "communication protocol" to allow us to poll machines on location, via modem, from the operator's office computer. I believe AMOA's NANI initiative may finally solve the problem.

Factories who wish to sell NANI-compatible games must comply with NANI's protocols in this area, and I believe many will.







PROUDLY MADE IN THE U.S.A.



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CANDY CRANE

SMARTBALL SMARRE ABALL SKILL ALLEY

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REFRIGERATED CANDY CRANE

BOTH ARE AVAILABLE IN SINGLE AND DOUBLE UNITS



SINGLE



SUPER SINGLE



SINGLE OR

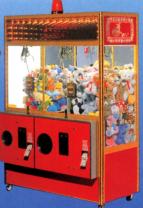




CLEAN SWEEP CRANES

DOUBLE 1/2 AND 1/2

JUMBO 34" AND 42"







SINGLE

GENE'S GUIDELINES

10 pointers on redemption by ShowBiz Pizza VP Gene Cramm

"Genial Gene" Cramm is VP of the coin-op games division at ShowBiz Pizza (Dallas, Texas). Besides being one of the nicest guys in the industry, he's also a respected 18-year veteran with experience as a street operator and, since 1980, as a major arcade chain operator. Today the organization includes 250 companyowned ShowBiz and Chuck E. Cheese stores, plus about 100 franchise stores. The following pointers on redemption operating are gleaned from a talk Gene gave on April 2 at Century Vending Distributing (Gardena, Calif.). — the editor.

Quality is the single most important factor in our purchasing of redemption games. I want a product I know will be around for many years. I want a product that will entertain moms, dads and kids

Service is the second most important factor in equipment purchasing. Service from manufac-

turers ...service through distributors...service all the way down.

Price is the last, but not the least, factor we consider. I'm very price-conscious, but price should never be the first thing that drives your decision. I don't buy the cheapest equipment in the industry. I don't want the cheapest! Instead, I want to make sure we have a "competitive" price.

We always buy through distributors whenever we can. If a manufacturer of a product that

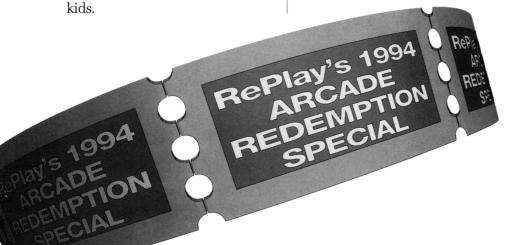
we need sells direct, we purchase it that way; but I'm a firm believer in the distribution network and we never circumvent that network by choice. Distributors add value through service, through knowledge, and by having an extra pair of eyes searching through the marketplace. We sure don't have all the answers ourselves. We could not have solved some of the problems we have experienced, without expert help from our distributors.

Redemption is a big word, but to me it means entertainment. We are in the entertainment business. We are "on stage" and when a customer walks through your door, he or she is your guest. Many components go into making a successful arcade — including layout, game selection, ticket handling, prize merchandise, food, lighting, and security. But none of it will matter, unless you are primarily geared to entertaining your customer. I can't emphasize it enough: the most important factor in success is the people in your arcade — your customers!

Company attractive

When we talk about redemption, we're not just talking "arcade," we're talking "family

arcade" — attracting moms, dads





and little kids. Make it a family experience. We must build on this more and more.

Look at your organization as a "reverse pyramid" and remember that the person closest to your customer is that gameroom attendant. Through speaking with attendants and store management, learn who your customer is. Then you can begin the process of selecting product and start talking about layout.

In a typical 40game arcade,
only two of
the machines
make any
money for us:
our bill changers! Beyond that, when our customers come in, they are "voting
with their dollars" to tell us which

At the microphone (April 2) is redemption expert Gene Cramm, games vice president at Showbiz Pizza; that's Century Vending president Jerry Monday looking on from left.

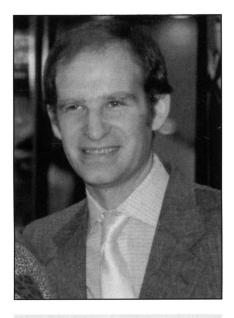
games are most entertaining to them. So every decision about running your arcade must be customer- and entertainment-driven.

As competitors

in the entertainment business, our ultimate goal is to grow our business every year, every month. We need to keep increasing our top line as well as our bottom line. How? By increasing playing frequency. Competition is out there and it will only get stronger. To keep growing our business in this competitive environment, we need to set ourselves apart from other arcade operators. We can do this by picking our niche, knowing our customer, and entertaining him or her. If we do that, customers will keep coming back and keep building our sales.

10

Proper maintenance — weekly, monthly, quarterly, and annually — will, I assure you, build your business. Service is a profit opportunity. The goal is to make sure that when your customer enters the arcade, he or she never encounters a game that's not working. Our customers don't care if the ticket dispenser manufacturer is on vacation. They don't care if the coin mech manufacturer is closed for inventory. They care about the entertainment experience they will have in your facility.



Gene Lewin, owner of the five Pinball Plus arcades in Southern California, has shared his "likes and gripes" about new equipment and manufacturer policies in this magazine before. This time, he concentrates on video (still more important to his business than redemption) and particularly on those which made their national appearance at the ACME show. Heeerrre's Geeeennie!

SoCal arcade owner sees mixed video picture

The video game industry is in a down cycle right now, and has been for over a year. I have some theories why, one being that the video game makers seem to get stuck on a certain theme for too long. For the past three years, approximately 90% of the new games were fighting games. Except for NBA Jam, Lethal Enforcers, Cybersled and the driving games, almost every new video is a fighting game.

Ours is an entertainment industry. What would happen if the movie industry made this decision: *Jurassic Park* was such a big success that 90% of their new movies would be dinosaur movies? Within months, their business would suffer a huge downturn. I believe that is what's happened to the video games.

What percentage of the population likes to play fighting games? We have chased away the rest and need to get those customers back. There is a huge population of people in their thirties that played the early video games and don't like punch and kick games.

Any entertainment industry needs

innovation to maintain continued success. Look at the pinball games. The pinball designers have come with some really creative new games. It seems that a lot more thought and effort goes into a pinball than a video. Only a few videos have licensed themes while most pins have licensed themes. Look at how much longer they hold their value. What our industry needs desperately is some new video game ideas. I don't have the magic answers on what those new ideas are. I just know we need some.

Another problem with some fighting games is the huge amount of negative publicity that has arisen from the extra violent ones like *Mortal Kombat* and *Time Killers*. It looks like some companies take a regular game and add blood to it hoping that it will make more money that way. I think that these excessively violent games have already hurt and will hurt our industry more long term. I can just see an arcade owner trying to get a permit and a city official saying, "We don't want those violent games in our city."

The Revenue Generators!

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DINOSAUR PARK™

27¹/₂" x 29" x 79¹/₂" Weight: 250 lbs.



STRIKE ZONE™

12'2" x 4'2" x 8'5" Weight: 700 lbs.



LAX 4 PLAYER™

44" Diameter x 55" Tall Weight: 350 lbs.



WINNING INNING™

27¹/₂" x 29" x 79¹/₂" Weight: 250 lbs.



LAX JR.™

30" x 36" x 72" Weight: 325 lbs.

CHASE THE RAINBOW™

27¹/₂" x 29¹/₂" x 66" Weight: 250 lbs.

California is now proposing a law that requires extra-violent games carry a \$100 per-game purchase tax!

Something else that is seriously hurting operator profitability is that we are experiencing lower collections while equipment prices are going up. I'm not just talking about the arcade simulators but the regular games as well. Several manufacturers are making updates to successful games, and charging much more for them. We had Street Fighter II, which was the highest priced kit to date. From Williams/Midway, we had Mortal Kombat II at an \$800 price increase over the original. Since that was a success, Konami came out with Lethal Enforcer II costing around \$800 more than the original. How are we supposed to pay for these more expensive updates with lower collections?

It seems since Midway sold lots of Mortal Kombat II's for over \$4,000, everyone else is trying to raise their price to match. The problem is that none of the new video games at the recent ACME show will earn near as much as Mortal Kombat II did. This high price will severely hurt their return on investment, therefore hurting unit sales. The best way for operators to buy an update is to do it like Capcom is doing now. Give operators an option as a B board as with Super Street Fighter Turbo, Eco Fighters and Dungeons and Dragons, or ROM change as in Midway's NBA Tournament edition. I like how Capcom is offering all their new games in several configurations all available simultaneously. They can be purchased as dedicated, full kit or as a B board for system 2. If only Capcom had a game for the old CPS board. Every operator has plenty of those boards. Are you listening Capcom?

ACME: ONE MONTH LATER

The ACME show had a large assortment of new videos, from expensive simulators to dedicated games to conversion kits to update kits. Without a doubt, the most impressive new game at the show was Sega's *Daytona USA*. With its texture mapped polygon graphics it is the most realistic video driving game I have ever seen. The most exciting

thing about this game is that it shows us what can be done with video games in the future. When this type of technology becomes affordable for regular priced games, they will be a big step ahead of what we have now.

American Laser Games showed their new system using the consumer CD ROM system 3DO, with Shootout at Old Tucson. This is the first arcade game using CD ROM that I know of. What took so long? This game is more like Lethal Enforcer than their other full action laser disc games, but features an affordable price much less than the laser disc games or even Lethal Enforcer II. It is also a convertible system with new discs coming out in the future. The new software is promised to sell for under \$600. This company has certainly lived up to its promise of new titles for their laser disc system, and had the newest at the show, The Last Bounty Hunter.

Fabtek showed their earlier hit Raiden II. I am mentioning it because there are very few kits out, and I think it still is one of the best available now. Here is an example of a company that came out with an update for a successful game and did not charge more than the original. Thank you Fabtek!

Jaleco had several games including a junior version of *Grand Prix Star II*. Here is an example of a company trying to cater to the small kid population that most other video games are ignoring.

SNK Corp. showed three new cartridges for their *Neo Geo* system. I am most impressed with *Super Sidekicks 2*, which is a sequel to their other successful soccer game. I thought this was the best soccer game at the show and is the most reasonably priced one. They also showed *World Heroes II Jet* which is another sequel to their fighting game. Is adding "Jet" another word for "Turbo"?

Data East bowed a *Neo Geo* cartridge called *Windjammers*, a futuristic fantasy sports game throwing a frisbee. It is something different, not a fighting game. This is a big plus, and since it is a *Neo Geo* cartridge, it is very reasonably priced. I hope more companies make their new video games for the *Neo Geo* system so they are more affordable. Let's face it. Unless a game earns big money, it will not sell as a \$1,600-plus kit.

Taito had a gun game called *Under Fire* which features vibrating machine guns that you pick up and aim at the screen. It is a cop vs. crooks game full of action. Taito also showed a volleyball game for the *Neo Geo*. As I said, I hope more companies will offer cartridges for this system.

Konami showed their new gun game Lethal Enforcers II: Gunfighters. I like this game and I think it will do well. The problem is the price which makes it very difficult for anyone to make money with it. One great feature of Lethal Enforcers was that it was a reasonably priced gun game that earned. It never earned the real big money, but it was consistent. This game at the show also has the problem that *Lethal Enforcers* has of not always shooting the corners. I don't know what got into Konami, as they have never overpriced their games in the past even when they were blockbusters such as Ninja Turtles. This game would make sense as a ROM update like NBA Tournament Edition, but as a full game for over \$4,000?

Dynamo bowed their dedicated game *Solitaire Challenge*. This seems to be a good bar game, buy why only dedicated, and why are they using a 13" monitor? Since it has been proven that bigger pictures make more money, this does not make sense to me

Strata had their 2-player kit *Blood Storm*. As the name suggest, this is another bloody, violent, fighting game, featuring dismemberment, beheading, etc. as in *Time Killers*. This is clearly the kind of game that the government feels needs a rating system. Do we really need all this violence in our games? It would have been nice if they offered this as an update for *Time Killers*.

Bally/Midway/Williams showed a new gun game Revolution X, which will be a 2 or 3-player dedicated gun game. This features the popular rock group Aerosmith. It has the digitized graphics that Midway is famous for and gameplay that resembles Terminator 2 a little. This game is also going to cost around \$800 more than Terminator 2 did. Does it have new technology that wasn't available for T2? It does not look like it. Time will tell whether it can earn even as good

as *T2 The Gun* as collections are on the way down from when *T2* was released. They also showed the *Tournament* ROM kit for *NBA Jam*.

Namco displayed two deluxe versions of their awesome *Ridge Racer*, one with three monitors, and one with a 50" screen. These games are very pricy and are only for big arcades, but they sure look and play great.

NEW CONTROLS FOR VIDEO GAMES

Happ Controls showed a new control called the competition joystick, designed for the fighting games. It uses a free floating actuator for increased accuracy and to reduce wear on the switches and the actuator. They also have a replacement gun for *Lethal Enforcers*.

Perfect 360 has been at many shows before, but they caught my attention at this show for two reasons: one, they are making a new spillproof button to go along with their joystick control. For those of you who don't know. Perfect 360 is an electronic switching mechanism that attaches to a variety of different joysticks. They are giving a two-year warranty on all of their products. To me that really shows a commitment to their product. No one else would even attempt to give that kind of warranty on a button or on any kind of switch for that matter. Two, I have noticed that I have been replacing many joysticks on fighting games even when they are fairly new. The micro switches actually wear down and then the players cannot do the complicated moves sometimes after only two months. The real cost with that kind of failure is when it goes unnoticed by the technician, and the players stop playing. I have always felt that a game will earn less than its potential if it is not working right.

With the Perfect 360, there is no mechanical contact with any switches to wear out. If they really last two years without service, that will sure make up for the higher cost. I am trying out several of them to see how my players like them and how well they hold up. If they still work perfectly after even four months I will be very impressed. If they last two years and

still work perfectly, I will be ecstatic. I'll let you all know how well they held up next time I do an article.

I've concentrated on video product here, but would like to mention one redemption item that caught my attention. Smart Industries showed the *Redemption Center* which is like a redemption vending machine. Customers will insert their tickets they have won, the machine counts them on a display, and they push the letter and number for their prize. It features an attractive display of prizes and a location can have a large variety of prizes for the players. This can make it much easier for smaller

arcades to get into redemption. They have to be real careful to make the ticket eater reliable and jam proof. It is inevitable that kids will stick all kinds of things into the ticket eater to try to get free toys. If an arcade is relying on this machine for redeeming prizes and it goes out of order, then what? If Smart can make this machine reliable, it can be a great item for arcades.

TOP HITS OF JAPAN

from Game Machine Magazine, May 1, 1994

TOP 25 VIDEO COCKTAILS

Model (manufacturer)

- 1 Virtua Fighter (Sega)
- 2 Super St. Fighter II Turbo (Capcom)
- 3 Puyo Puyo (Compile/Sega)
- 4 Golfing Greats 2 (Konami)
- 5 Fighters Hist. Dynamite (D.E./SNK)
- 6 Run & Gun (Konami)
- 7 Raiden II (Seibu)
- 8 Nebulasray (Namco)
- 9 Light Bringer (Taito)
- 10 Super Real Mahjong P. IV (Seta)
- 11 Mahjong Soo-Chi-Pie (Jaleco)
- 12 Ray Force (Taito)
- 13 Art of Fighting 2 (SNK)
- 14 Premier Soccer (Konami)
- 15 Shanghai III (Sun)
- 16 Fatal Fury Special (SNK)
- 17 New Atomic Punk (Irem)
- 10 Ovin Kalenani O (Tanan)
- 18 Quiz Kokorogy 2 (Tecmo)
- 19 Quiz Life Theatre (Taito)
- 20 Hat Trick Hero '93 (Taito)
- 21 Tetris (Sega)
- 22 Windjammers (Data East/SNK)
- 23 Samurai Shodown (SNK)
- 24 Tokorosan's Mahjong (Sega)
- 25 Shanghai II (Sun)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

- 1 Daytona USA (Sega)
- 2 Ridge Racer (Namco)
- 3 Virtua Fighter (Sega)
- 4 Jurassic Park (Sega)
- 5 Final Lap R [standard](Namco)
- 6 Under Fire (Taito)
- 7 Speed Champ.-King/Quiz (Jaleco)
- 8 Soreike Kokorogy 2 (Sega)
- 9 Out Runners (Sega)
- 10 Cybersled (Namco)
- 11 Lethal Enforcers (Konami)
- 12 Speed King-King of Quiz (Jaleco)
- 13 Alien 3-The Gun (Sega)
- 14 Air Combat (Namco)
- 15 Virtua Racing [twin] (Sega)

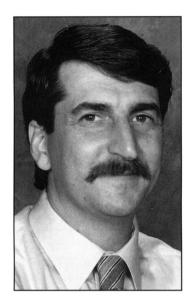
TOP 5 FLIPPERS

Model (manufacturer)

- 1 Lethal Weapon 3 (Data East)
- 2 Rocky & Bullwinkle (Data East)
- 3 Indiana Jones (Williams)
- 4 Hook (Data East)
- 5 Jurassic Park (Data East)

TECHNICAL TIPS

BY RANDY FROM M



recently returned from a wonderful journey to Italy. It was my first trip to the country but I know it won't be my last. In fact, I can hardly wait to return. The purpose of the trip was to visit two of the Hantarex monitor factories and report to Replay about what I saw. I'll get to the report below, but before I go any further I want to let you know that I was invited by Hantarex to be their guest. How could I possibly refuse such a generous offer? I assure you that this will not affect my technical column here in Replay Magazine in any way. As I have in the past, I will continue to provide you with unbiased information about videogame monitors. This includes reporting about common monitor failures, troubleshoot-

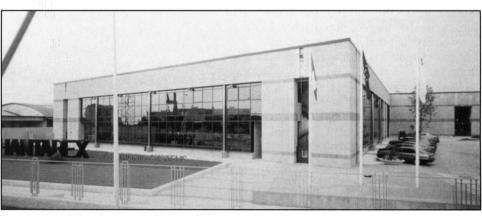
ing and repairs, as well as other technical features of interest to the coin-op community.

Seventeen hours after leaving San Diego, I arrived in Milan, Italy. It was ten o'clock in the morning there. The first order of business was to tour the plant in Milan. They call this the Sambers factory. It is here that much of the research takes place for what Hantarex refers to as "special products." These can be special designs that are engineered to meet specific customer requirements or other "in-house" developments.

For example, when I was there, they were working on several interesting projects. One was a multi-media monitor that will work with any of the world's broadcast television standards (PAL, SE-CAM, NTSC 3.58 or NTSC 4.43.) Hantarex calls this the "Quadristandard." The monitor also accepts either composite or super-VHS video, as well as RGB inputs for use as a computer display. The monitor can be set for different priorities such that it will display the composite video input but switch automatically to the RGB input when the composite signal is lost. Sounds like a natural for video jukeboxes, doesn't it?

Another interesting development I saw in Milan was in the field of projection monitors for videogames. Most large screen television monitors suffer from the fact that no matter what size the screen is, the picture is made up of the same number of lines. Depending on the game, this can be as few as 250 or so. Spread that out on a big screen and each line becomes clearly visible. Hantarex

MY VISIT TO HANTAREX: THEY MADE ME AN OFFER I COULDN'T REFUSE!



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Randy Fromm meets Mr. Ugo Meoni, founder and present-day chairman of Hantarex.



New technology in projection monitors is created at Hantarex's Sambers plant in Milan, Italy. Engineer Giovanni Ghirlanda proudly shows off his new "line-doubling" system to me while managing director Giacomo Taffelli looks on.



The Hantarex factory in Milan produces a variety of special-order products.

engineers have developed a line doubling system for projection televisions that provides a remarkable improvement in the brightness and clarity of the projected picture without the use of a special game board. I witnessed a direct comparison between the normal and doubled pictures using an old "Aliens" game. There was a dramatic difference in the picture quality. As an added bonus, the digital nature of the line doubling system will allow the monitor to interface with gameboards that have unusual video outputs; signals that do not conform closely to NTSC standards.

I saw other developments as well but the one that impressed me the most still causes me to shake my head in amazement when I think about it. It's kind of like the two developments mentioned above in that it's a direct-view, Quadriscan monitor that accepts all four world standards as well as composite, RGB or SVHS video inputs. It will also display computer data with S-VGA resolution! Additionally, the monitor uses line doubling technology to boast the apparent resolution of the picture. All mode switching is done automatically with a vertical sweep range of 45 to 120 Hz and horizontal sweep speeds from 15,625 Hz to 38 kHz.

But this amazing monitor has other new features as well. First of all, it uses a 36-inch, wide-screen CRT. The new 9:16 aspect ratio is quickly becoming the world standard. In fact, at the departure lounge in Milan, widescreen monitors were showing the local soccer match.

The screen can also be divided into nine smaller pictures (tiles.) each with its own video source. The prototype I saw was limited to a single moving image with eight still images. However, Hantarex engineers are working on a system that will allow the monitor to display all nine tiles as live video. Talk about the possibilities! With this monitor in your home or office, you could work on your computer, use your camcorder to watch the baby, catch all the sporting events you could possibly want to see and still have a screen left to watch one of Randy Fromm's Arcade School videotapes! You can also freeze one full-sized frame of video or digitally zoom in on any one of the four corners of the screen (although why you would want to do that, I cannot imagine.) Naturally, all these functions are



Hantarex's Marketing director loannis lliopoulos and technical support manager Luciana Lecci gave me the run-down on Hantarex's world-wide operations as well as a personally guided tour of the headquarters building and manufacturing plant in Florence, Italy. Our early morning meeting gave me a chance to sample some of Italy's delicious espresso coffee. By the way, that's a water bottle you see in the picture, not a bottle of wine!



Boy! It's hot in here! An automatic conveyer takes each monitor on a roller-coaster ride through a burn-in testing room. The monitors are fully energized as they make their way through from the bottom to the top and back down again. Temperatures at the top of the room reach one hundred, fifty degrees or more.



In another burn-in room, sample computer monitors are pulled off the production line and baked for a full month at elevated temperatures. Any failures are investigated and noted for possible engineering or component changes. Nice shoes, Luciana!

available through a remote control.

There is no Mr. Hantarex

From Milan, I took a three hour train journey to the city of Florence where Hantarex's new world head-quarters is located. The new building is sleek and handsome, with gorgeous Italian marble floors, columns and walls. A further expansion has

culminated in the construction of the highly automated factory, covering the remarkable surface area of over 75,000 square feet.

Most operators here in the United States think of Hantarex simply as one of the two major players in the videogame monitor business, but as we've seen, there is more to this company than just videogame monitors.

To get a better handle on the company as it is today, let's take a look at



The need for human strength is eliminated completely in this ultra-modern plant. Here we see lifting machines being used to move picture tubes and even the finished, boxed monitors ready for shipment.

its beginnings. As reported in the April, 1992 issue of Monitor Radio TV magazine, Hantarex was set up immediately after the end of the Second World War when, in half-destroyed Italy, there was an acute shortage of everything. This included working radio equipment capable of transmitting information and entertainment to a people who longed to leave the sad experience of the war behind them. At the time, Italy was full of war surplus equipment that could be converted into serviceable units. This became all the more important due to the fact that, for a while, there would be no chance of getting a new national industry under way.

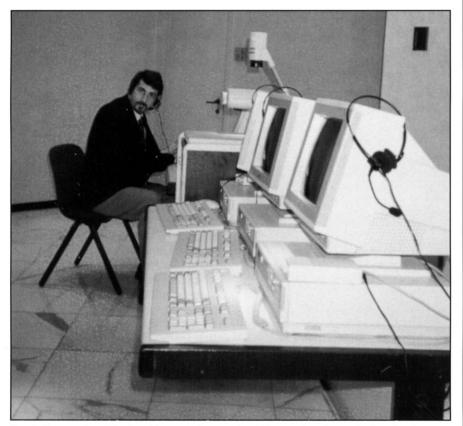
Ugo Meoni, a young army "marconista" (radio operator) seized the opportunity and had great success in converting the radios left by armies marching through Italy into viable, commercial units. Mr. Meoni is the founder and present-day chairman of Hantarex.

Those early successes enabled him to continue this activity (which went from the design to the assembly and sale of the units) until the fifties, with the birth of commercial television.

In 1952, the pioneer phase ended with the production of the first blackand-white televisions bearing the Hantarex trademark. So how did the



Final adjustments make sure that each monitor lives up to Hantarex's reputation for having the sharpest picture quality possible.



Randy Fromm sits at the head instructor's console of Hantarex's advanced educational system called "Platone" (Plato.) This high tech system allows a single instructor to link-up with dozens of students at remote locations. The instructor can transmit pictures and converse with each student individually or collectively. A student's work can be instantly reviewed on the instructor's computer console as well.

name come about? Ugo Meoni is a great astronomy enthusiast, so he chose the name of a well-known, binary star that appears in the constellation Scorpio; "Antares." But when the time came to register the trademark, it was discovered that this name had already been assigned to another company. Pressed by the

need to choose an appellation for his firm, he and his partner opted for another version the same name, Hantarex.

Production of black-and-white televisions took place on a large scale over the following years. In the early seventies, Hantarex began producing television sets using the newly adopted PAL television system. The PAL system is standard for most of Europe (France is an exception with their SE-CAM system.) This new standard allowed color television manufacturers like Hantarex to continue their expansion into the international market. The partnership was converted into a joint-stock company in 1973.

It was one of Meoni's greatest challenges because the only way for Hantarex to progress any further was to include expansion plans on an international scale. Realizing that the market for color television and computer monitors was the same worldwide, a factory was built immediately in Viterbo, Italy. A branch factory was opened in Greece in 1975.

By the end of the seventies, computers demanded better monitors; color monitors! Hantarex found a specialized niche in supplying computer companies with custom devices starting from the year 1977. They still manufacture computer monitors today. In fact, there are two, separate production lines at the Hantarex plant in Florence. One is for videogame monitors, the other is for Super-VGA monitors for computers. The computer monitor production line was really hopping while I was there. In fact, both lines were.

As computer technology advanced, the demand for advanced monitor designs followed suit. Hantarex began to encounter a few problems due to the unavailability of some of these advanced technology components. They decided to have those manufactured within the company, too. Having acquired the new technologies, a new production plant was opened in Siena, Italy in 1984 for manufacturing the components. This eliminated the component supply problem once and for all. With the exclusion of a few electronic components (including picture tubes), the Hantarex group produces just about all it requires to manufacture finished monitors.

The founder, Ugo Meoni, is chairman of the Hantarex Group, while his sons (managing directors of the company) have specialized in two different and complementary directions: Giancarlo has been appointed financial director while Luciano follows the production process and technical problems in his role as general manager.

All kinds of monitors are produced at the Hantarex factories: open



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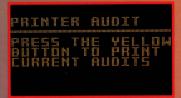
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TECHNICAL TIPS

frame models for assembly in racks, high-resistance monitors that can be placed one on top of another, monochrome models, color models controlled by VGA and Super-VGA graphics boards, and top-of-the range models specially designed for video information applications.

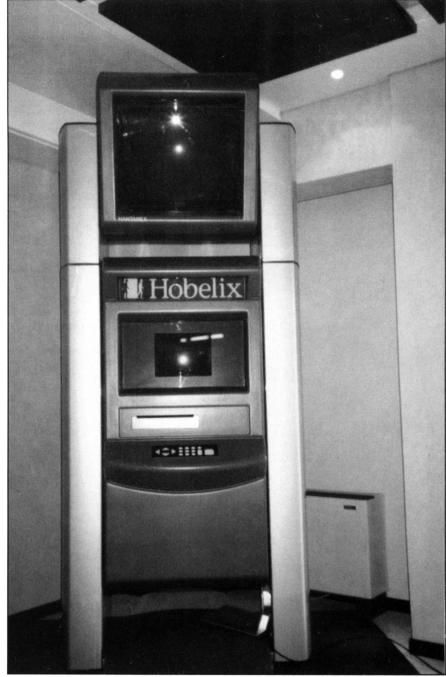
The latest arrival is the 46-inch, "rear projected" monitor that can form a video wall with extremely small edges. This all but eliminates the

black grid that separates the monitors in most video walls. The projection cubes have a telescopic frames and carrying handles, which makes them extremely versatile for transportation and assembly.

I was very impressed with the level of automation at the factory. Computer controlled machines are everywhere! According to Luciano Meoni, when a completely automatic production plant is set up, the machines perform a complete series of processes in a sequence controlled by computers. They do everything from the assembly of electrical, electronic



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Another of Hantarex's "special products" the Hobelix (Obelisk) is a versatile, waterproof display system that can be configured as an information terminal, ticket or card dispenser, or even an automatic teller machine!

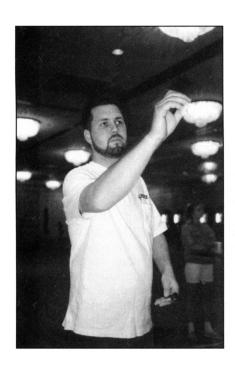
and mechanical parts to the intermediate tests, the final test, and the packing, the loading of the products onto pallets and the movement of the loaded pallets. The finished products are even transported to the warehouse by means of automatic tracks.

I saw other neat things at Hantarex as well, including video obelisk that can be used as anything from an information kiosk, to a ticket dispenser to an ATM. Hantarex has even developed an interlinked, educational computer system that allows an instructor to link up with sound and

video to dozens of students in other locations. Hey! Sounds good to me.

I want to thank the good folks at Hantarex for their warm and generous hospitality during my visit. I learned a lot about manufacturing and the international market. I am especially proud of the genuine Hantarex lab coat that was presented to me at the end of the tour.

For further information, contact Hantarex Electronic Systems, 50127 Firenze - Italy, Via Perfetti Ricasoli 78; (011)39-55-49731 or fax (011)39-55-4220129.





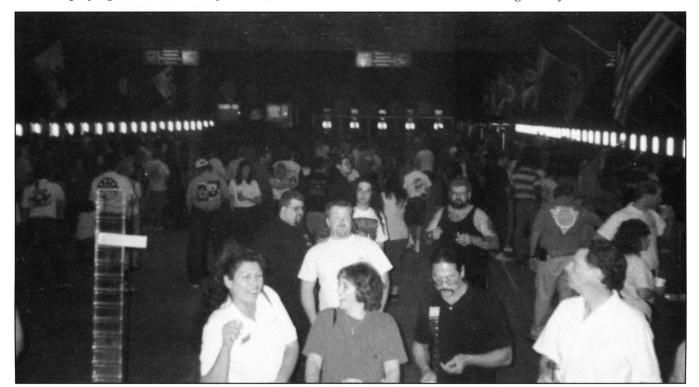


darts championship wows players & spectators

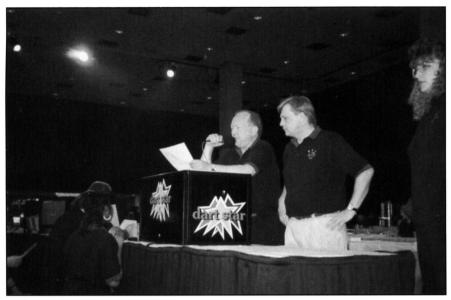
he Reno Hilton (formerly Bally's) was the site of Medalist Dart Leagues' 1994 World Championships, and the April 15-17 spectacular won plaudits from competitors and non-playing fans alike. Nearly

300 Dart Star boards, lined up in two long rows beneath the flags of states represented in the match, made an awesome sight as over 3,000 players from 10 (mostly western) states vied for their share of the cash prize purse.

All told, by the end of the threeday marathon, Medalist told *RePlay* that \$234,520 in cash and \$10,000 in hardware was presented to winners, making this by their estimate one of



The Reno Hilton grand ballroom, scene of previous ACME shows, was the venue for the 1994 Medalist World Championships. Those two rows of "lights" are actually some of the 300 Dart Star boards lined up for the tournament.



Medalist chief Lee Peppard (left) and "voice from the platform" VP Ed Tuhkanen keep the enormous event running smoothly.

the largest purses in the history of soft tip darts. Player entry fees paid at the Hilton were combined with cash added by Medalist and leagues sponsors (approx. \$100,000) and by such others as Miller Genuine Draft beer (over \$35,000), plus funds from Beer Nuts, Music-Vend Distributing

and Great Lakes Darts (\$5,000 each).

During the three days, players from both northwest and southwest, Alaska and Hawaii and even from Oklahoma, Minnesota and Maryland (Medalist is expanding eastward) competed in "perfect parity" dart events from novice through master levels. All had to qualify at local Medalist dart leagues in their hometowns before heading off to this championship.

Entry fees paid at the local level are factored into the overall Medalist League contribution to the big purse. As the company's financial officer Ray Hibarger told *RePlay:* "All player entry fees on all levels are recycled back to those players in prize money."

A welcome feature at the Reno tournament was the bank of TV monitors displaying the team matchups for the events. This software is a thing of pride to Medalist. As VP Ed Tuhkanen put it: "We've refined the software that drives the organization of these flights all along the line and the competitors really appreciate it."

Medalist entered the dart league business back in 1983 in Seattle. Eventually the firm developed and brought out its own line of *Dart Star* coin-operated boards and, according to Tuhkanen, is now "breaking out" of their west coast corridor to add operator members across the country.

Medalist supremo Lee Peppard is one of the legends of coin-op tourna-



From darts to togs, the Pro Shop was there to outfit the competitors. Manning the booth (from left) are Ryan Randall, Kyle Peppard & Sly Jones.



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Proudly holding his Medalist award, Bob Rondeau beams with pride along with Peppard and Bob's well-known bride Beverly.



Rob Powers (Ultimate Darts, left) with Kelly & Paul Younk (Smart Darts). All three operate boards and compete in the tourneys.



Gordy Plummer (Star Darts, left) says hi to Butch Marten (B-Rad Darts and United Airlines pilot) with Medalist's Peppard.



Out from Ohio to observe are popular trade figures Jim Hayes (left) and Steve Shaffer (right) with Bob Rondeau.

ment sports. He says the time is now for their great leap eastward. "It's been sort of like rolling that big snowball up the mountain and now it's at the top and ready to roll down," he enthused. Already flush with some 11,000 teams involved in their program (counting both of their two seasons), Medalist says that figure could grow appreciably during the years to come if Peppard's passion has anything to do with it and it usually does. "And," he interrupts, "I want to emphasize that our campaign is to go through regular coin-op distribution."

The sheer logistics of running the Reno contest, with so many players and events to control, was astounding. For example, they booked 1,670 team events (think trios)...1,805 single entries...and 5,784 individual entries in total. It took 51 Medalist employees to accomplish the feat.

An emotional highpoint of the weekend was the surprise presentation of a plaque to trade veteran Bob Rondeau, visiting the Reno tournament at the time with his wife Beverly. Peppard called him to the platform and told the audience he couldn't think of a single individual more responsible for the establishment of electronic darts than Rondeau (when he was GM of Bally Distributing years back in Green Bay, Wisc.).

Rondeau (who is usually never at a loss for words) proved he was surprised by simply expressing his thanks and stepping back. The next day, while touring the casinos in downtown Reno, wife Beverly hit a \$250 jackpot on a slot. Said Bob: "All things considered, I'd rather have the plaque."

THE "CYBERSLED CHALLENGE"

Namco America sponsors daily tournaments at ACME show

Coin-op has tournaments for pool, for darts, and even pinball...so why not video? Namco-America says its *CyberSled* game is perfect for tourney competitions and they even make tournament kits available free to operators. To prove how well the whole thing works, Namco staged five such events during the recent ACME Show (March 17-19, Rosemont Convention Center). All show attendees were eligible to compete. Five winners were awarded portable CD players; five second-place finalists took home portable tape players.

Tradesters and family members of all ages and skill levels participated. An open sign-up allowed folks to participate in the time slot that was convenient for them. Each tourney consisted of eight players. Player matchups were determined by pulling names from a hat. Winners of each match were decided via "best out of





Above: Namco-America's Leann Blouin congratulations first-place winner Andrew Pines of Atlas Dist., Chicago (left) and Larry Smith (right).

Left: Namco's Jerry Momoda (center) with two happy winners: Gus Peterson (left) and James Jackson (right).

three." A single-elimination format required players to learn their opponents' strategy fast!

"We wanted to show participants how easy it is to conduct a simple tournament," said Namco America product manager Jerry Momoda. "The competitive nature of today's players encourages tournament interest and added play."

For your free tournament kit (including everything needed to conduct your own event), contact Namco-America Customer Service at 408/383-3900.

PRODUCTS

From The Fromm Group



Looking like a scaled - down upright video game, the *Electronic Talking Arcade Bank* makes a great redemption prize. When you insert a coin, the bank lights up and issues sound effects, and patented image projection on the screen featuring original characters, music and sounds from each licensed property. The

alarm says "Intruder alert!" when you remove the money. The buttons and joystick set off a sound and light show as well.

Covered by a US patent, the unit is made of high-impact ABS plastic. There are different colors for different license: Street Fighter is blue, Sonic the Hedgehog is red, Mighty Morphin Power Rangers are black, and Biker Mice is red. Dimensions are 9.5"(t) x 5"(w) x 5"(d), and it ships with three AA batteries.

The U.S. & Canadian distributor is Happiness Express, Inc., 50 W. 23rd, sixth floor, New York, NY 10010; 212/675-0461. International customers can contact The Fromm Group at 905/737-7000.



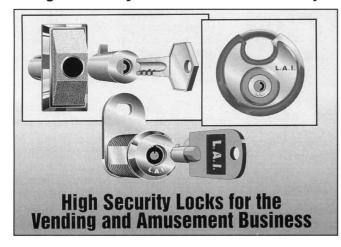
Jukebox Kits from NSM

Put On's are stylized fiberglass bodies that fit over NSM wall-mount jukeboxes, turning them into real attention getters. The bright red CD Hauler features the front of a truck, and is perfect for truck stops and country bars. The blue and white CD Cruiser creates the feel of being on an oceangoing cruise ship. The CD

Sneaker is an animated replica of a tennis shoe. *Put On's* are designed to bring out the personality of any location.

To find out more about these exclusive jukebox accessory kits, and their line of Performer Series floor and wall-mount jukes, contact your authorized NSM distributor.

High security locks from L.A.I. Group



The newly restructured L.A.I. Group, Inc. (formerly Lock America) manufactures and distributes locks and accessories for use in

the vending and amusement machines. All LAI high security locks feature the rotating detainer disk systems, making them virtually pick-proof, according to the manufacturer. To enhance security, millions of individual key codes are provided to eliminate key duplication. Additionally, keys are

never sold to anyone other than the registered owner.

For more information and a full-color product catalog, call the L.A.I. Group at 800/422-2866.

COIN DOUBLER MODULE from Two-Bit Score

Two-Bit Score's Coin Doubler Module installs on the coin door in just a few minutes and instantly converts all new pinballs that use the Williams WPC system to 25 cent play. The module simply "fools" the

computer into thinking that two coins have been dropped each time one coin is inserted.

The kit plugs in with no soldering, and there is no need to change any computer settings. The instructions are simple and easy to follow. The *Coin Doubler Module* is available directly from Two-Bit Score. For more information, call them at 512/447-8888.

COMMANDER from EMT



Young riders can fly high in the Commander kiddie ride from EMT America. Resembling a rescue helicopter, the ride features up-and-down motions, while its voice transmission creates the feeling of communicating with the control tower. Would-be chopper pilots can move the joystick and press the control buttons to control the sound

effects as the dashboard and exterior lights brightly flash to heighten the excitement.

Like all EMT Kiddie Rides, the shell is made with gel-coated fiberglass, while the 1/2-h.p. motor and heavy-duty gear box are built to withstand the toughest riders. Safety features include a child safety belt and an emergency stop plate on the underside of the craft. The Commander also bears the safety seal of ETL (European Testing Laboratories), which tested and approved this ride to UL standards.

For more information on this and other EMT Kiddie Rides, please contact EMT America at 708/860-5100.

JUKEBOX BLUEBOOK from Jukebox Ventures

The second edition Jukebox Bluebook contains more than 450 photos within its 132 pages, including many photos never before published in a jukebox guidebook.

The history of both large and small manufacturers are included in the pocket-size paperback book. Jukeboxes and remote equipment from the early 1930's to the late 1960's are shown in photos taken from original sales literature. In addition, a price guide, technical section and directory of sources for parts and services are included.

The Jukebox Bluebook sells for \$17.95, including first-class return postage. It's published by Jukebox Ventures, Inc., 5213 Mohawk Dr., Suite 1-R, Knoxville, TN 37914.

New from Pioneer New Media Technologies

Pioneer's new LKC LaserKaraoke compilations divide over 400 songs into genre-specific categories, with each of the discs containing 20 songs. All tracks feature the high-resolution videos and superior audio qualities of laser disc technology.

Pioneer is offering six categories so fans, KJs and operators can easily identify their preferences. LKC disc categories include: Oldies, such as "Pretty Woman" and "Good Vibrations"; Top 40; Standards, like "New York, New York" and "Mack the Knife"; Rhythm and Blues; Classic Rock; and Light Hits, which include "Reunited" and "We've Only Just Begun".

For more information, contact Pioneer New Media Technologies at 310/952-2111.

Animal bands from Sally Corp.



Worldwide interest has been growing for animated animal bands, according to the Sally Corporation, makers of these endearing critters for over 13 years. The animals play music and sing; tell tall tales and dumb jokes; tap their feet, wiggle their ears and speak any language from Arabic to Zulu. They can be found in such unlikely places as Hokkaido, Japan and a town in the

Kuwaiti desert.

One of Sally's newest bands, Bubba Bear and the Badland Band (pictured), will begin performing at Gatlinburg Theme Park this spring. The sixcharacter country-western band is sponsored by the Pepsi Cola Bottling Co.

For more information, contact Sally Corp., 803 price St., Jacksonville, FL 32204; 904/353-5051.

New from Dynamic Technologies

Dynamic Technologies introduces a comprehensive management system for family fun centers. TAMS, or Total Amusement Management Systems, controls all phases of operations from point of sale, redemption and billiard room, to generating the most important finan-

cial statements on demand. Being completely integrated, TAMS pulls information from every workstation in real time, allowing up-to-the-minute data.

For more information, contact Dynamic Technologies at 800/837-3844.

New from Wico

The technological sophistication of many modern video games often surpasses the capabilities of the conventional 8-way joystick. Switches mounted on the joystick are activated by the movements of the handle, but sometimes unwanted switch actuation occurs, much to the dismay of players attempting delicate maneuvers. To solve this problem, Wico has designed and patented a "floating" two-piece actuator that eliminates unwanted switch actuation, giving players the delicate control needed. This new feature will be included in the new "Ultra" joystick as well as in all joysticks having a spring return system.

For additional information, contact Wico Corporation at 800/367-9526.

WITAL TITLES

TOP-SELLING 45s & CDs AT KEY ONE-STOPS AS OF APRIL 26, 1994

- 1. POWER OF LOVE, Celine Dion, 550 Music 77230
- ★ 2. WITHOUT YOU Mariah Carey, Columbia 77358
 - 3. ROCK & ROLL DREAMS COME THROUGH, Meat Loaf, MCA 54757
 - 4. COMPLETELY, Michael Bolton, Columbia 77376
 - 5. LOVE SNEAKIN' UP ON YOU, Bonnie Raitt, Capitol 58125
 - 6. MARY JANE'S LAST DANCE, Tom Petty & The Heartbreakers, MCA 54732
- ★ 7. YOU MEAN THE WORLD TO ME, Toni Braxton, Arista 24054
 - 8. STREETS OF PHILADELPHIA, Bruce Springsteen, Columbia 77384
 - 9. SINCE I DON'T HAVE YOU, Guns N' Roses, Geffen 19266
 - 10. LOSER, Beck, Geffen 19270

POP PICK HITS

YOU

Candlebox - Warner Bros. 18304

I'LL REMEMBER

Madonna - Warner Bros. 18247

MISLED

Celine Dion - 550 Music 77344

- 1. LOVEBUG. George Strait, MCA 54819
- 2. A GOOD RUN OF BAD LUCK, Clint Black, RCA 62762
- 3. PIECE OF MY HEART, Faith Hill, Warner Bros. 18261
- 4. IF BUBBA CAN DANCE, Shenandoah, RCA 62761
- 5. ADDICTED TO A DOLLAR. Doug Stone. Epic 77375
- 6. TRY NOT TO LOOK SO PRETTY. Dwight Yoakum. Reprise/W.B. 18239
- 7. ROCK BOTTOM, Wynonna, MCA 54809
- 8. TRYIN' TO GET OVER YOU, Vince Gill, MCA 54706
- 9. YOU CAN'T HAVE IT ALL, Alan Jackson, Arista 12649
- 10. MY LOVE, Little Texas, Warner Bros 18295

COUNTRY PICK HITS

BETTER YOUR HEART THAN MINE

Trisha Yearwood - MCA 54786

MY NIGHT TO HOWL

Lorrie Morgan - BNA 62767

ROPE THE MOON

John Michael Montgomery - Atlantic 87248

BEFORE YOU KILLS US ALL

Randy Travis - Warner Bros. 18208

R&B

- ★ 1. AND OUR FEELINGS, Baby Face, Epic 77394
- ★ 2. I'M READY, Tevin Campbell, Warner Bros. 18264
- ★ 3. PUMPS AND A BUMP, Hammer, Reprise 18218
- * 4. YOU MEAN THE WORLD TO ME, Toni Braxton, Arista 24054
- ★ 5. I'M IN THE MOOD, Ce Ce Peniston, A&M 0460
- ★ 6. BECAUSE OF LOVE, Janet Jackson, Virgin 38422
- ★ 7. LOVE ON MY MIND, Xscape, Columbia 77438
- * 8. LAY YOUR HEAD (PILLOW), Tony! Toni! Tone!, Mercury 858260
- * 9. CANTALOOP, US3, Capitol 44945
- ★ 10. UNDERSTANDING, Xscape, Columbia 77335



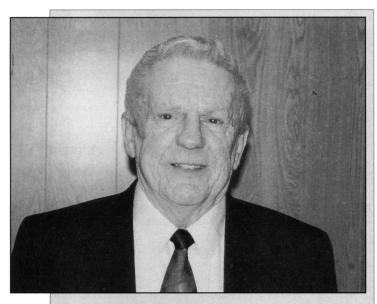
- 1. NOT A MOMENT TO SOON, Tim McGraw, Curb 77659
- 2. THE SIGN, Ace of Base, Arista 18740
- 3. TONI BRAXTON, Toni Braxton, Arista 26007
- 4. GREATEST HITS, Tom Petty & The Heartbreakers, MCA 10813
- 5. KICKIN' IT UP, John Michael Montgomery, Atlantic 82559
- 6. LONGING IN THEIR HEARTS, Bonnie Raitt, Capitol 81427
- 7. VS., Pearl Jam, Epic 53136
- 8. GREATEST HITS VOLUME 2, Reba McEntire, MCA 10906
- 9. DIVISION BELL, Pink Floyds, Columbia 64200
- 10. REALITY BITES, Soundtrack, RCA 66364

 \star = significant crossover activity

THE COIN BIZ

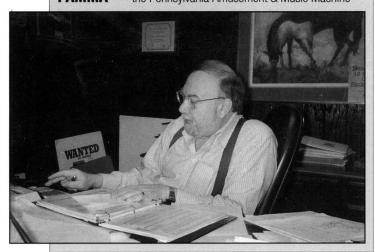
GRAPEVINE

NORTHEAST



NO LONGER WITH US — Coin-op sales veteran Jack Werbaneth passed away on March 14 after a long, courageous battle against cancer. He was 64. Jack toiled for nearly three decades in the trade, spending most of his career selling supplies at D & R Industries. J-S Sales bought D & R in 1992, and from then on Jack worked at J-S. "I greatly admired his constant good spirits and good nature, through good times and lean," said J-S president Don Shimel. "He fought his illness valiantly up to the end, and even in the hospital, remained dedicated to providing excellent service to his customers and friends...some of whom he'd known for 30 years. He left a legacy of friendship, professionalism and integrity." Jack is survived by his wife Bobbie, two grown children and several grandchildren. Our condolences to his friends and family.

PAMMA — the Pennsylvania Amusement & Music Machine

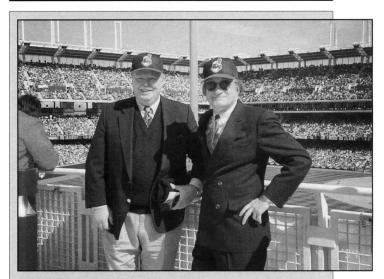


Assn., has named distributor Phil Sternberg (president of Eastern Music Systems) as its 1994 Man of the Year (he's pictured bottom left). Phil's 42-year coin-op career has a nice "plot" — he started as Eastern's truck driver at age 17, then worked his way up to CEO. PAMMA called him "hardworking and fun-loving, everyone's favorite dis-

tributor guru." The association added: "Everyone loves his ready jokes and humorous antics. He treats customers like family away from home." Phil's three kids and four grandkids should be proud of this honor, and of his active community service (past president of his synagogue). Congrats Phil!

Tradesters can applaud Phil at this year's PAMMA convention (July 22-23 at the Seven Springs Resort, Champion, Pa.). By the way, the association has high hopes for its long-fought VLT quest because this fall, citizens will elect a new governor to replace the anti-gambling incumbent. Call PAMMA at 717/323-5322 for details.

MIDWEST



OPENING DAY — Pictured above is Atari's Jim Newlander (r) with Cleveland Coin's Ron Gold at the inauguration of the new Jacob's Field in Cleveland, Ohio. Jim flew out from his office in New Jersey to join Ron at the first game played in the new facility, April 4, where the Cleveland Indians hosted the Seattle Mariners.

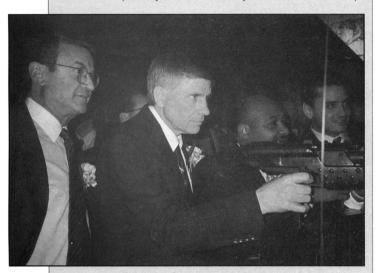
CHANGES — Cleveland Coin Machine Exchange prexy Ron Gold announced some staff promotions and new hires, almost all of whom bring coin-op experience (and college degrees) to their new posts. Former parts manager Rick Bevilaqua is now CleCoin's marketing coordinator and Ron's assistant. John Limolli joins the Cleveland office, selling jukes and vending machines in the southern parts of Ohio and Indiana. A former manager at Mack Financial, Bill Bartuccio, has come aboard the CleCoin financial department, where he'll work with Pam Miller. Bill will help customers secure additional credit and assess their financial needs. The former vending division GM at Fontana Bros., Byron Howard, has joined sales in Michigan. NSM technical expert Mark Hester moves over to CleCoin's Indiana office where he'll work with Tim Dwyer. Finally, Tim Starr is director of CleCoin's new redemption merchandise; inventory has been relocated from Florida to the

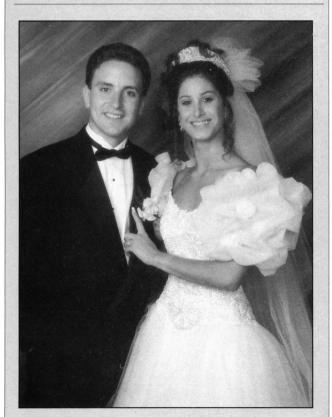
GRAPENN

Cleveland headquarters where operators can personally inspect over 2,000 items on the shelf, including the latest licensed team sporting goods. "These are all solid additions to make Cleveland Coin your complete all-purpose distributor!" Ron Gold said.

"HANDS UP, NITTI" — What looks like Elliot Ness and his untouchable band of feds taking aim at a Chicago brewery (below) is actually some of our dealers checking out the new *Revolution X* video at the ACME show late March. That's really Ray Galante, Elden (Uzi) Kingston and Mike Damtew at the Williams

distrib confab (but they sure look like Hollywood actors in this shot).





WEDDING BELLS — Sue Happ of Happ Controls sent us this wedding photo of her son Tom and his bride Nina (above). They

were married July 31, 1993 at the Hotel InterContinental in Chicago. The wedding was beautiful and perfect. Michael Happ (Tom's brother) was a groomsmen, and Tracy Happ (Tom's sister) was a bridesmaid. Both Michael and Tracy work for Happ Controls; Michael is sales manager of the Consumer Dept., and Tracy is sales manager of U.S.A. Sales.

Tom and Nina honeymooned on the Royal Caribbean "Majesty of the Seas" and went to Grand Caymen Island; Ochos Rios, Jamaica; Cozumel, Mexico; and CoCoCay, Bahamas. Tom is a sales manager for the OEM Dept. at Happ Controls, and Nina teaches kindergarten in the Schaumburg School District.

SOUTHWEST

BALLY SYSTEMS, a division of Bally Gaming International, has entered into contracts with the San Carlos Apache Tribe of Arizona and The Greater Dubuque Riverboat, Inc., of Dubuque, Iowa. Under the terms of the agreements, Bally Systems will supply its new-generation SDS/6000 system to each of the new customers. SDS/6000 is a state-of-the-art computerized player tracking, cash monitoring, accounting and security data system for slot and video gaming machines.

NORTHWEST

TALK ABOUT ROTATION! — The machines above bring new meaning to the phrase "rotation". They're always on the move! Reason is they're on the Yakima ferry that makes the journey between Edmunds and Kingston, Wash. across the Puget Sound guite a few times a day.



SOUTHEAST

CENTENNIAL CELEBRATION — As part of its 100th anniversary celebration, *Amusement Business* will publish a 100th Anniversary Commemorative edition Nov. 1, 1994, exactly one century after the date of the first issue. While the trade publication has seen many changes since its inception on Nov. 1, 1894, its roots remain firmly in the entertainment industry.

First called *Billboard Advertising*, the magazine changed its name in 1896 to *The Billboard*. Coverage extended throughout the burgeoning entertainment industry, including amusement parks, roller rinks, burlesque shows, vaudeville, circuses, vending mach-

ines and recorded music. In 1960, the weekly was split into two publications: one covering the recorded music industry, the other to cover what was originally known as the "outdoor" department. In January, 1961, *Amusement Business* was born.

Today, *AB* is an international authority on the full spectrum of the world's live entertainment and amusement industry. Copies of the Commemorative issue will be mailed to current subscribers, with a limited number of copies available after Nov. 1. Happy 100th guys!

INTERNATIONAL

MEXISHOW — The Latin American Amusement Music & Games Exposition has a new name — Exposicion Internacional de Maquinas de Entremtenimiento or EXIME (International Exposition for Amusement Machines). Sponsored by the AAMA, EXIME '94 is expected to an even larger crowd than last year's record setting event. The passing of NAFTA has made American products even more cost competitive in the Mexican marketplace, making this show an ideal venue for checking out sales opportunities south of the border. The show will be held at the Exhibimex in Mexico City, July 20-21. For more information, contact William T. Glasgow, Inc at 708/333-9292.

ANTIPODAL AGREEMENT — American Laser Games, an industry leader in live motion picture action vidgames, has signed an agreement with Leisure and Allied Industries of Perth, Australia to be the exclusive distributor of ALG games in the "Australasia" area, which includes Australia, New Zealand, Singapore, Malaysia and Indonesia. LAI is a major operator and distributor in Australia, and recently opened an office in Singapore, with offices soon to open in Jakarta and Kuala Lumpur later this year. "American Laser Games needed a distributor with sales and service capability in all of these South Pacific countries," said Stan Jarocki, VP of marketing for ALG. "I've known Malcolm Steinberg (LAI chief exec) for more than 20 years and have confidence that his company will represent us well."

SHANGHAI'D — Of all the exhibits at the March 24-27 Hotelex '94 show in Shanghai, China, one of the busiest was the one taken by our AAMA to show coin-op wares produced by around 18 of the association's member companies. The show was open to both buyers and the general public, and the Chinese seem to love our things. At the AAMA booth above enjoying it all, are (from left) Jim Gorman (int'l. sales mgr. for Data East Pinball), Nicky Yap (of Hong Kong's Leisuretech) and Data East's Paul



Jacobs (who exits the firm this month).

Data East's been working with Nicky Yap to expose their pinballs in China (Yap's company already represents Rowe, Jacobs advises). "The Mainland Chinese people seem to be fascinated with amusement machines," Jacobs said. "Even with their relatively small salaries, they seem to have some disposable income," he



added. By the way, Bondeal already operates some game centers on the Mainland, and Frank Ballouz (who had his own exhibit at the Hotelex show) had made many contacts in that most populous nation). On the social side, golfer Jacobs naturally found a course to play while in Shanghai. That's him, Jim Gorman and their lady caddy on the 18th green of the 3-year-old Shanghai Country Club.

HONG KONG SHOW — The Asian Amusement Expo is set to take place June 8-9 in the Hong Kong Convention & Exhibition Center, Wanchai, Hong Kong. The event is sponsored by the AAMA, and will emphasize the fast-growing family entertainment center industry throughout Asia. Conferences and forums run almost non-stop over the two days, with appearances by industry figures from the Far East, Canada and the USA. For details, contact William T. Glasgow Inc. at 708/333-9292.

KANPA!! — During a recent visit to Japan, Ken Anderson, director of sales & marketing for Sega Enterprises, Inc. spreads a little good cheer with senior managing sales director Mr. Ogata of Sega Enterprises Ltd.





MAY 5-7

Amusement+Leisure Show (Czech Republic), Prumyslovy Palac, Prague. For information, call 44-0905-61-3256.

MAY 9-10

Gamexpo '94 (Canada), Hotel Vancouver Convention Center, Vancouver, B.C. For more information, contact Blythe Rogers, Cascadia Pacific Communications, at 604/684-0880.

MAY 10-12

IALTEX '94 (England), Thorpe Park. For information, contact Sandie Harris at 44-061-236-0677.

MAY 13-14

Michigan Coin Machine Operators Association (MCMOA) Annual Convention and Exhibit, Holiday Inn South, Lansing, Mich. For more information, contact the MCMOA at 517/372-2323.

JUNE 2-4

Wisconsin Amusement and Machine Operators (WAMO) Convention and Trade Show, Racine Marriot, Racine, Wisc. For information, contact WAMO at 414/529-4704.

JUNE 8-9

Asian Amusement Expo, Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

JUNE 8-13

IAMA Convention and Expo, Guadalajara Convention and Trade Show Center, Guadalajara, Mexico. For more information, call 3-614-30-15.

JUNE 21-23

Summer Consumer Electronics Show, McCormick Place, Chicago, Ill. For more information, contact the Electronic Industries Assn. at 202/457-8700.

JULY 20-21

Latin American Music and Games Expo, Exhibimex, Mexico City, Mexico. For details, contact William T. Glasgow, Inc. at 708/333-9292.

JULY 21-23

Billiards Congress of America Int'l Trade Expo, The Sands Expo & Convention Center, Las Vegas, Nev. For information, contact Frank Zdy at 619/278-3877.

SEPT. 20-22

Theme Parks & Attractions Conference and Expo, Pan Pacific Hotel, Singapore. For informantion, contact Sharon O. Ferrer at 65-222-3264.

SEPT. 22-24

AMOA Expo '94, San Antonio Convention Center, San Antonio, Tex. For more information, contact the AMOA at 800/937-2662.

OCT. 1-4

Internation Family Fun Center & Miniature Golf Show (Fun Expo '94), Las Vegas Convention Center, Las Vegas, Nev. For more information, contact the Fun Expo at 914/993-9200.

OCT. 6-8

Amusexpo '94 (France), Espace-Champerret, Paris. For information, contact Sepfi-Technoexpo Blenheim at 33-1-4742-9256.

OCT. 13-16

ENADA 1994 (Italy) show, Rome Fair, Rome. For information, contact SAPAR-AGIS at 39-6-440-3686.

NOV. 2-5

International Assn. of Amusement Parks & Attractions (IAAPA) 76th Annual Convention and Trade Show, Miami Beach, Fla. For more information, contact IAAPA at 703/836-4800.

NOV. 3-5

NAMA National Convention and Trade Show, Georgia World Congress Center, Atlanta, Ga. For further information, contact the NAMA Convention Dept. at 312/346-0370.

JANUARY 19-21, 1995

Leisurexpo '95, Orange County Convention Center, Orlando, Fla. for more information, contact Al Barry at 305/448-7976.

MARCH 23-24, 1995

ACME '95, Reno Convention Center, Reno, Nev. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

SEPT. 21-23, 1995

AMOA Expo '95, New Orleans Convention Center, New Orleans, La. For information contact the AMOA at 800/937-2662.



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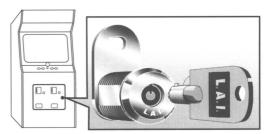
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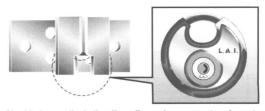
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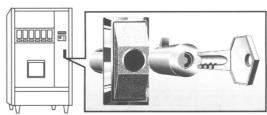
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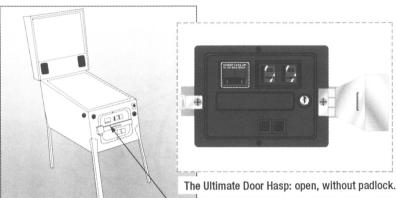
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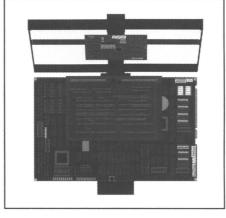
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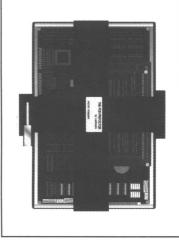
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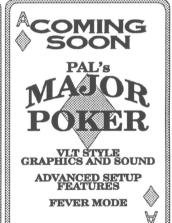
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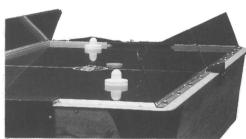
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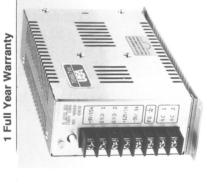
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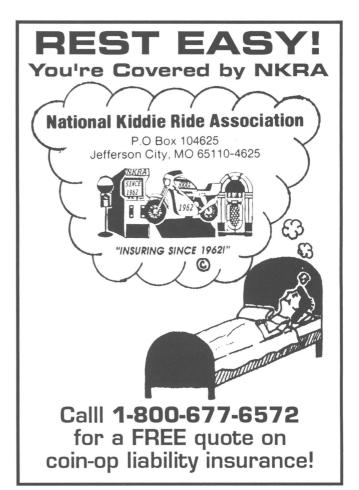


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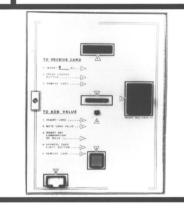
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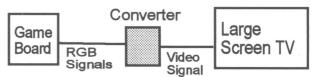
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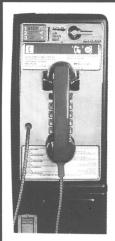
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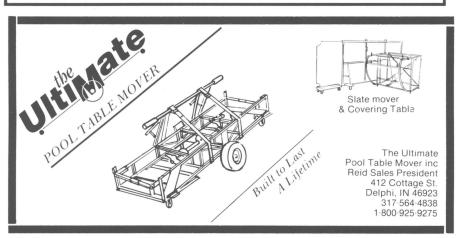


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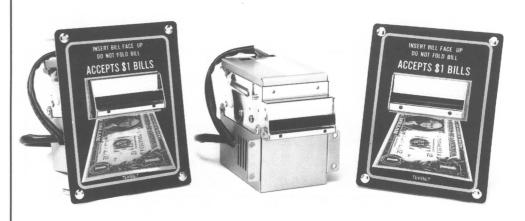


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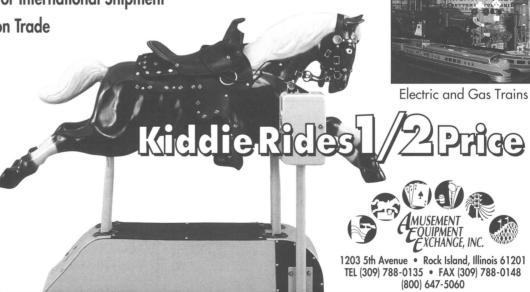
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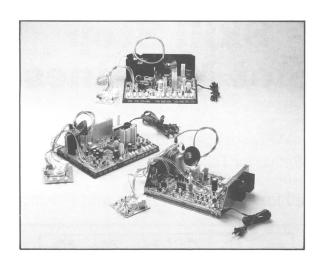


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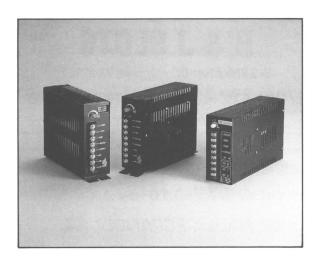
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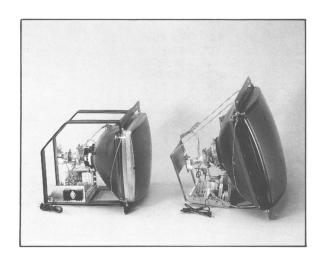
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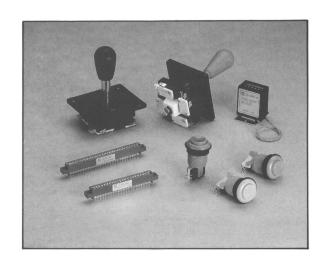
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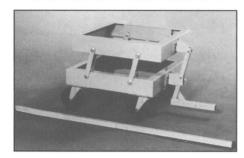


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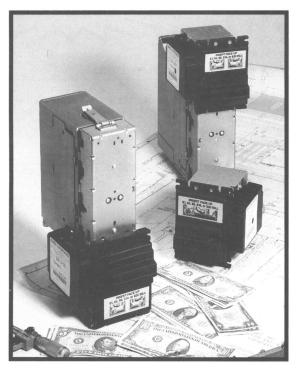
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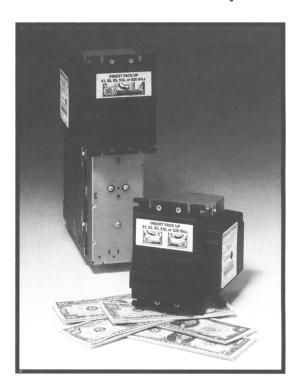
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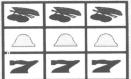
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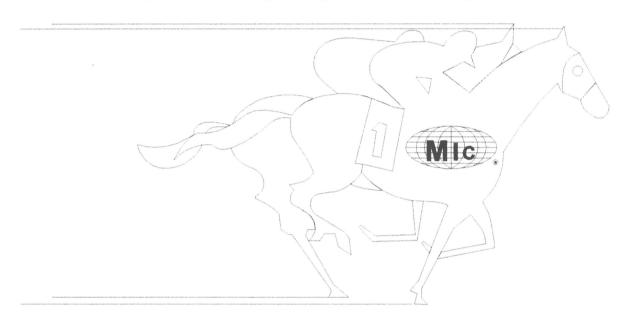


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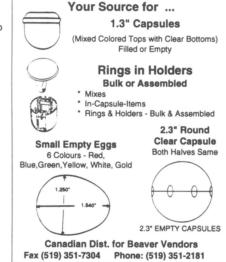
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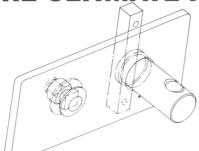


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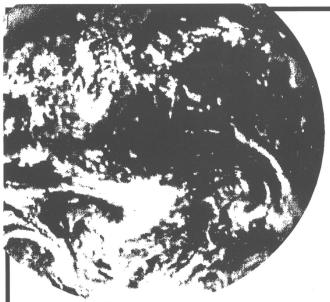
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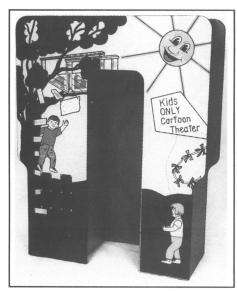
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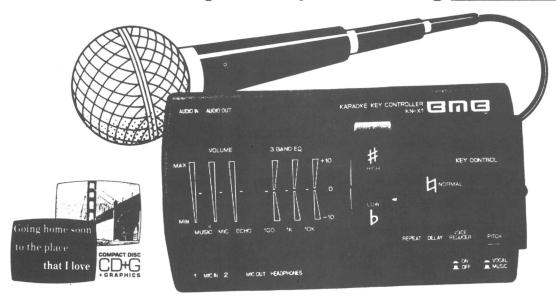
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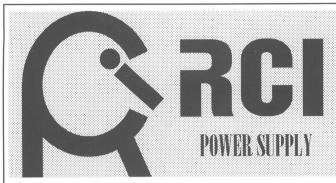


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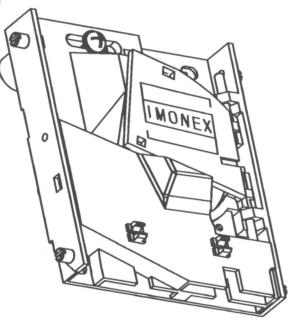
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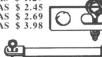
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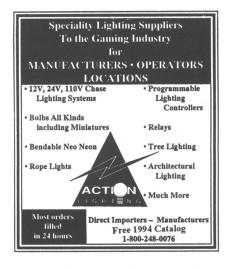
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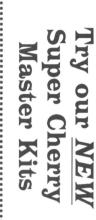
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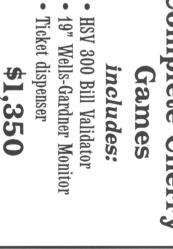
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